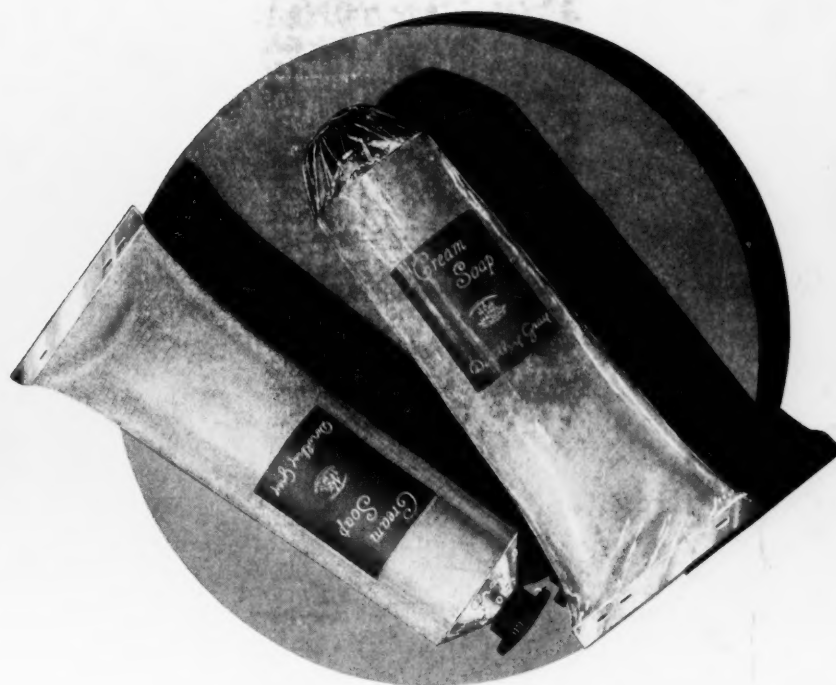




Reference Dept.
7th TIER

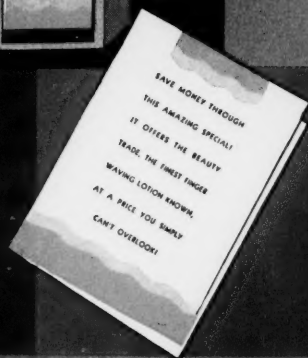
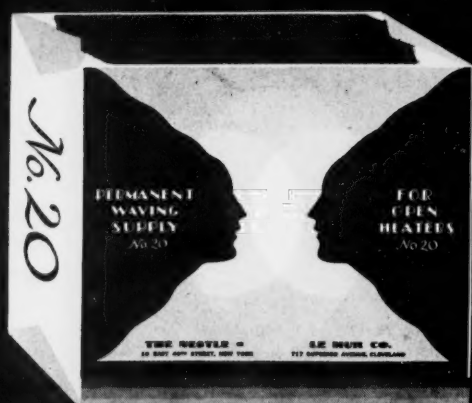
MODERN PACKAGING



Vol. 4

NOVEMBER, 1930

No. 3



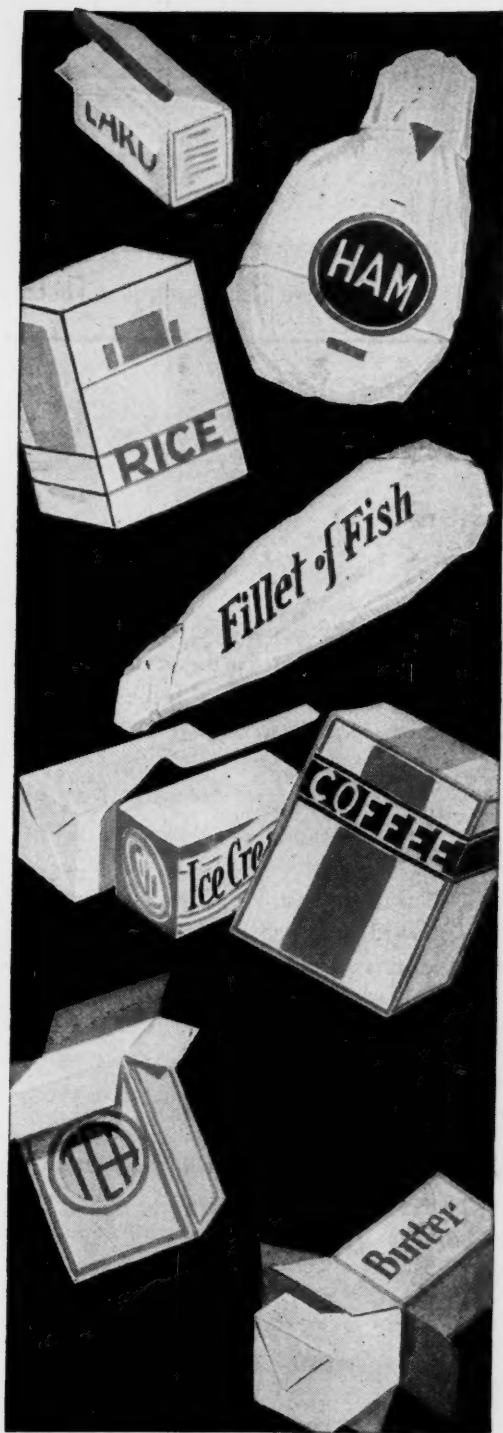
COMPLETE PACKAGING

Many concerns have found our facilities a means of economy and convenience; from the creation of original designs to the manufacture of the finished package, including cartons — display containers — labels — folders and display cards. » » Consult with us on how to develop the new complete package for your product.



TELEPHONE WALKER 9494*

BROOKS & PORTER
INCORPORATED
304 HUDSON STREET, NEW YORK



KVP

Beyond Price Competition

IT IS generally known that good packaging is not only valuable to protect foods and prevent waste -- it also results in the "Consumer identity" which is a big help to keep prices at a profit making level.

This important factor of price-maintenance alone, would make packaging a necessity but there are other vital reasons. There are new conditions and shifting markets -- changes in types of cartons and in production methods -- all calling for special wrappers to fit the varying products, climates and shipping conditions.

This company is proud to be consulted by so many industrial leaders who look to its skilled corps of Research Engineers for the exact protection of their products; foods wet and dry, greasy or fresh -- to be shipped to any climate, a mile away or across the world.

Whatever your particular problems are will you let us talk them over? There is not the slightest obligation entailed.

**KALAMAZOO
VEGETABLE PARCHMENT CO.**

KALAMAZOO -- MICHIGAN

MANUFACTURING WORLD-FAMOUS FOOD-PROTECTION PAPERS

PROTECTION PAPERS

NOVEMBER, 1930

1

MODERN PACKAGING

November, 1930

VOL. 4—NO. 3

For the Service of Those Industries
Where Packaging Is a Factor.

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A new development in the packaging of chewing gum is described in the article on the packaging of Clark Brothers Teaberry Chewing Gum which begins on page 58 of this issue.

New and attractive packages are contributing toward increased sales of cosmetics and toiletries. Three groups are discussed in this issue on pages 35, 53 and 57.

The tubes shown on the front cover contain a new product recently introduced by Dorothy Gray. They are reproduced through the courtesy of Lehn and Fink, Inc.

CHARLES A. BRESKIN—General Manager. **D. E. A. CHARLTON**—Editor. **LAWRENCE LEY**—Advertising Manager. **K. M. REED**—Managing Editor. **EARL I. CARMODY**—Western Manager. **E. R. GORDON**—Production Manager. **EDWIN L. LEY**—Art Director.

CONSULTING EDITORIAL BOARD—Arthur S. Allen, Frank C. Chase, Richard B. Franken, C. H. Gullion, J. D. Malcolmson, William A. Smith, Frederick L. Wertz.

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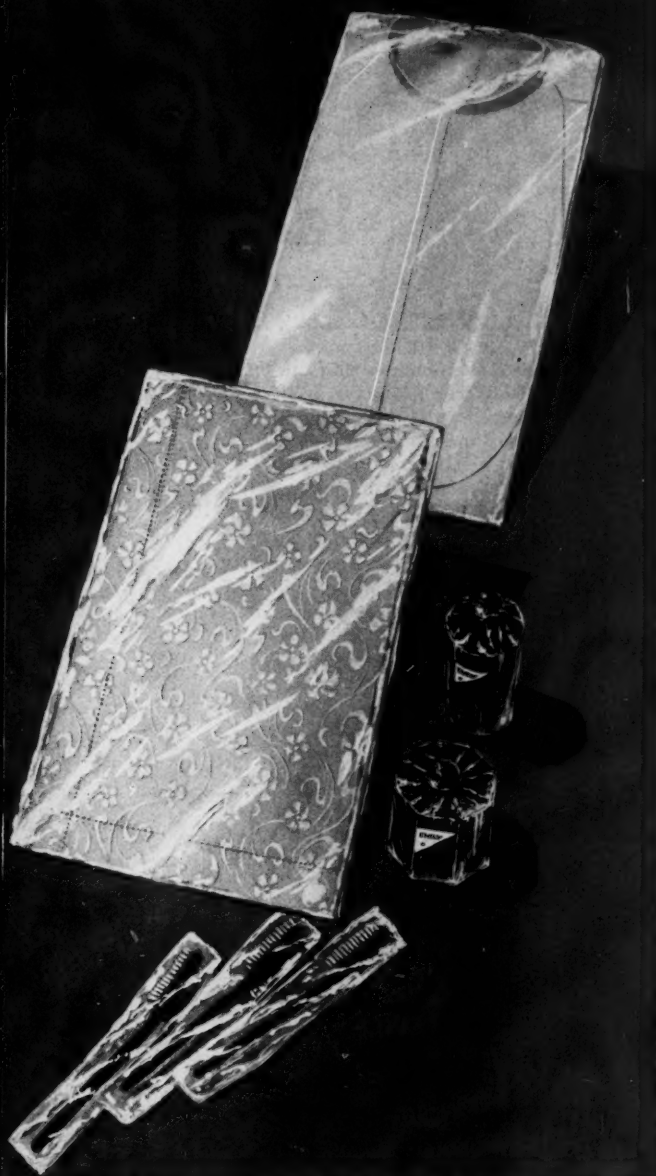
Trade Mark Reg. U. S. Pat. Off.

IT'S difficult to develop a desire for something you have never seen. It's the same with your customers. Whether you are selling shirts or toothbrushes, perfume or golf balls, candy or tablecloths, all will have a better chance if placed before the customer's eyes in an attractive package.

Today, there is no better material for packaging than SYLPHRAP, the modern transparent cellulose wrapping. SYLPHRAP works miracles in dressing up a product; its silver sheen and crystal clear transparency catches the eye and draws attention to the product itself... being airtight and germ resisting SYLPHRAP keeps the product in perfect condition—prevents handling and contamination.

From every point of view it will pay you to investigate SYLPHRAP and its sales-compelling possibilities. Let us put the data before you. The Sylvania Industrial Corporation, 122 East 42nd St., New York City. Works, Fredericksburg, Va.

LET THEM SEE IT



SYLVANIA
INDUSTRIAL
CORPORATION



La Belle Chocolatiere

[[We Combined a Wrapper and a
Cartoner in One for Baker's]]

One Redington Now Does Two Machines Work—and at 60% *More* Speed!

THERE are real economies that can be developed by combining two or more packaging operations. The saving is in floor space and operators required. In addition, such machines usually replace older, slower types, permitting operation at much higher speeds.

A recent example is the Walter Baker & Co. installation. Formerly, half-pound cakes of "Premium" Chocolate were wrapped on one machine and cartoned on another, at the rate of 50 per minute. The new Redington *combines* the wrapping and cartoning operations—saves floor space and labor—and operates at 80 per minute (an increase of 60%!). Similar machines wrap and carton Jap Rose Soap.

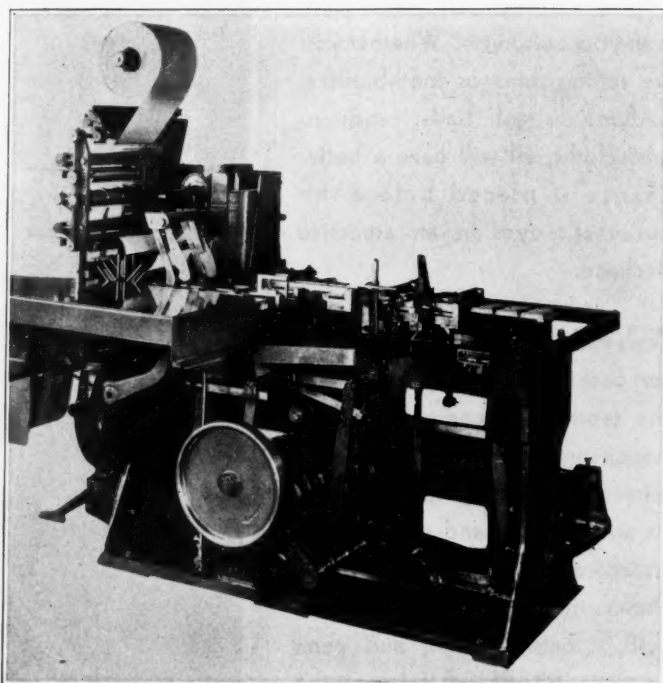
Combination packaging machines produce Feen-a-mint, too. Each package is wax wrapped and heat sealed before it leaves the one machine. Combinations are now available of cartoners with Cellophane wrapping attachments. Another both labels and cartons glass vials.

Perhaps there are packaging operations in your own factory which might be combined in a single unit. Ask Redington how—*now!*

F. B. REDINGTON CO.

Established 1897

110-112 So. Sangamon St., CHICAGO, ILL.



The Redington Type 12 P in the Dorchester, Mass., factory of Walter Baker & Co., Inc., which wraps and then cartons Baker's Premium Chocolate at the speed of 80 per minute.

REDINGTON PACKAGING MACHINES



Custom Built for
Cartoning—Packaging
Labeling—Wrapping



A Burt Box Builds Sales



BURT DESIGNS *and* CREATIONS

F. N. BURT COMPANY, Ltd.
Buffalo, N. Y.

Manufacturers of Fine Set-Up Boxes

CANADIAN DIVISION
DOMINION PAPER BOX CO., LTD.
TORONTO, CANADA



F.N. Burt Company Ltd.

Paper Boxes Paper Products



Buffalo, N.Y.

FACTORY "A" and Main Office, Buffalo, N. Y., reproduced above, suggest the scope of our facilities for the creation and manufacture of distinctive, small set-up paper boxes.

- Canadian Division -
Dominion Paper Box Co., Ltd., Toronto, Canada

STANDARDIZE

WITH
LABELS

**The seal identifies.
The seal cannot be
faked. The seal
warns - reassures -
explains. When you
buy, when you sell,
the seal is your
guarantee. > > >**



THE FOXON COMPANY

225-235 West Park St.

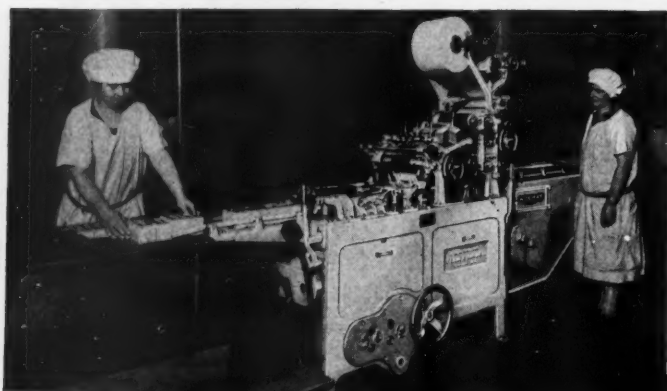
PROVIDENCE, R. I.



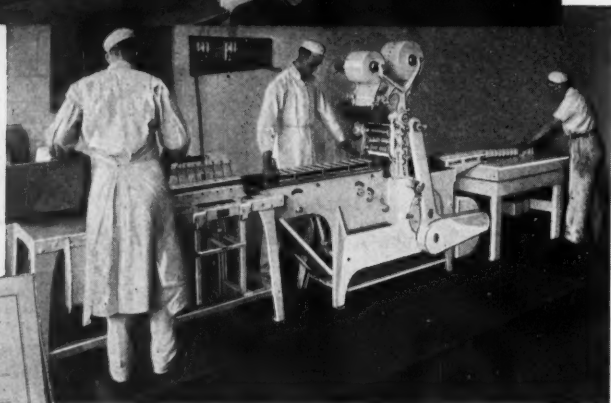
**Saves SPACE
Saves TIME
Saves MONEY**



It's the same story THE COUNTRY OVER

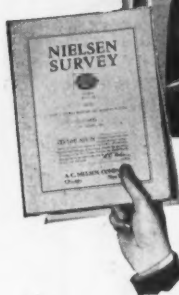


Automat equipment now dots the country . . . from Minnesota to Texas, and from Massachusetts to California . . . Automat equipment is wrapping and cartoning thousands of pounds daily.



And from every print room comes the same story . . . Saves Space, Saves Time and Saves Money.

These stories of saving are interestingly told by recent surveys made by an impartial company. These are free to those in the trade who are interested. Write for your copy . . . no obligation.



**This Book Tells
of Amazing Savings**

Write for the remarkable performance of the Automat Triplex . . . the machine that may be adjusted to wrap and carton pound solids, twin halves or four quaters.

AUTOMAT
PRINTING WRAPPING & CARTONING EQUIPMENT

THE AUTOMAT MOLDING & FOLDING CO., Toledo, Ohio

**EASTERN SALES AND SERVICE OFFICE
172 CHAMBERS STREET
NEW YORK**

**WESTERN SALES AND SERVICE OFFICE
306 CALO BUILDING
LOS ANGELES**

New!

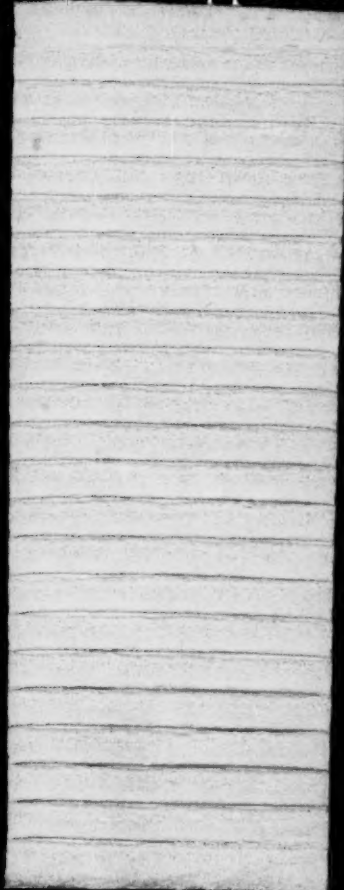
Billowpak Liners and Pads

for protection . . . deluxe appearance . . . economy

HERE is luxury with economy, strength with the softness of velvet, unique air-cushioned protection with beauty.

BILLOWPAK is used for packageliners or interior padding of quality products. Furnished with various backing papers, in an assortment of colors . . . scored, or cut to size for ready use.

A perfect shock absorber, excellent insulation, reduces packing labor and is low in cost.



Just a few suggestions for Billowpak-ing

Atomizers
Beads
Brick-a-brac
China
Cigar lighters
Clocks
Compacts
Cosmetics
Desk sets
Electric appliances
Food Products
Fruit's
Glassware
Jewelry
Leather goods
Optical goods
Perfumes
Picture frames
Silverware
Toilet articles
Vanity cases
Watches

BILLOW PAK

REG. U.S. PAT. OFF. AND FOREIGN COUNTRIES

CREPE WADDING

Kimberly-Clark Corp., Mfrs., Neenah, Wis. MP-11
Address home office or sales office at— 8 So. Michigan Ave., Chicago, Ill.
122 E. 42nd St., New York City

Please send samples of ☐ White Billowpak or in Pastel

shades: ☐ Pink; ☐ Green; ☐ Yellow. Dimensions.....

Name.....

Address.....

Attention.....

Our Product is.....



*For the good name and well being
of your product use a*
RIEGEL'S GLASSINE WRAPPER

Inside or outside, waxed or plain, printed or unprinted . . . according to the purpose it serves. Every year for a multiplicity of uses, our plant at Milford, N. J. produces over thirty million pounds of glassine. This

large capacity is one of the greatest safeguards for the individual user of large quantities of glassine paper.

A dependable source of supply, producing a quality product in quantity.

RIEGEL PAPER CORPORATION

Formerly The Warren Manufacturing Co.

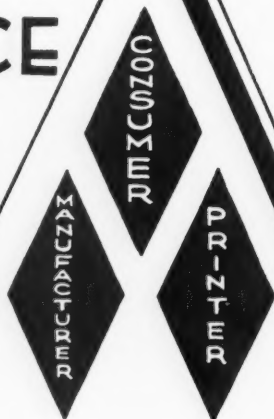
342 MADISON AVENUE, NEW YORK, N. Y.

Mills in New Jersey at Riegelsville and Milford





The
CHOICE
of
3



Both Sides Lithographed
on Artcote
No. 3360 Gold

ARTCOTE
T.M. REG. U.S. PAT. OFF.

The choice of the manufacturer, Parfumerie
St. Denis, Paris - New York, for its bril-
liancy and striking effectiveness; by the
lithographer, George Schmitt & Co.,
Brooklyn, N. Y., for its unusual
lithographic qualities and ulti-
mately the consumer,
fastidious women the
world over, because
of the appeal of
the package.

Manufactured by
ARTCOTE PAPERS
INC.
IRVINGTON, N. J.

ed
ld

CARTON making is too often carton tailoring . . . adjusting the requirements to the material on hand. This is never necessary at the Chicago Carton Company plant. Our research division, designing a carton, need consider only your needs. We produce the board to meet your requirements to the ultimate detail whether you demand fine printing surfaces, moisture resistance, grease resistance, strength or any of a thousand specifications.

And having met your needs as to board we follow through; design, ink, printing, die cutting; even delivery, all are planned to meet your requirements, to satisfy the demands set by your marketing problem.

No wonder, then, that millions of our cartons are successfully used every year . . . every element of their makeup is carefully fitted for success. If your product is worth cartoning Chicago cartons will take it to its destination in the customer's hands.

Look into your carton problems. Picture them solved by the most complete carton service in the industry. And write us, now. Let us show you how we can solve them.

**CHICAGO
CARTON
COMPANY**

4411 Odgen
Avenue
Chicago, Ill.

Every Facility
for the Pro-
duction of
fine display
Advertising
Cartons



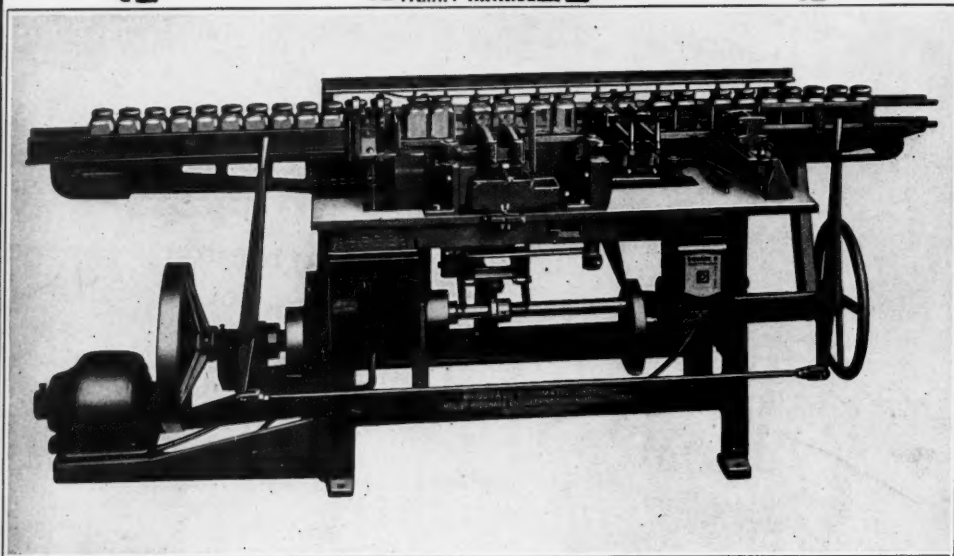
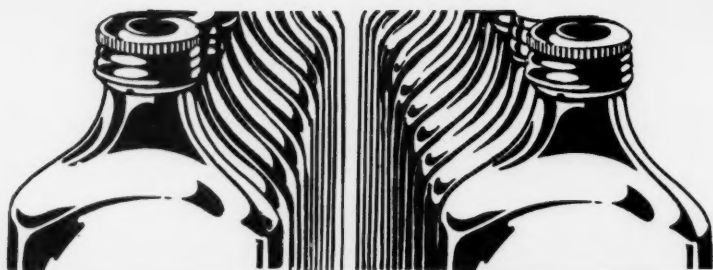
LABEL
WITH A

Mc

DFAZOD

D

•



DUPLEX LABELER

Speed 120 Per Minute

A glance at this labeler may bring to mind a labeling problem easily solved by the installation of a McDonald Straight-Line Labeler.

Speed, simplicity and service spell satisfactory savings, and their long life dependability builds profits.

The McDonald method—differing from others—assures accuracy and neatness without inspection.

Attesting their efficiency are such products as Squibb's, Listerine, Bayer's, McKesson's and a hundred others.

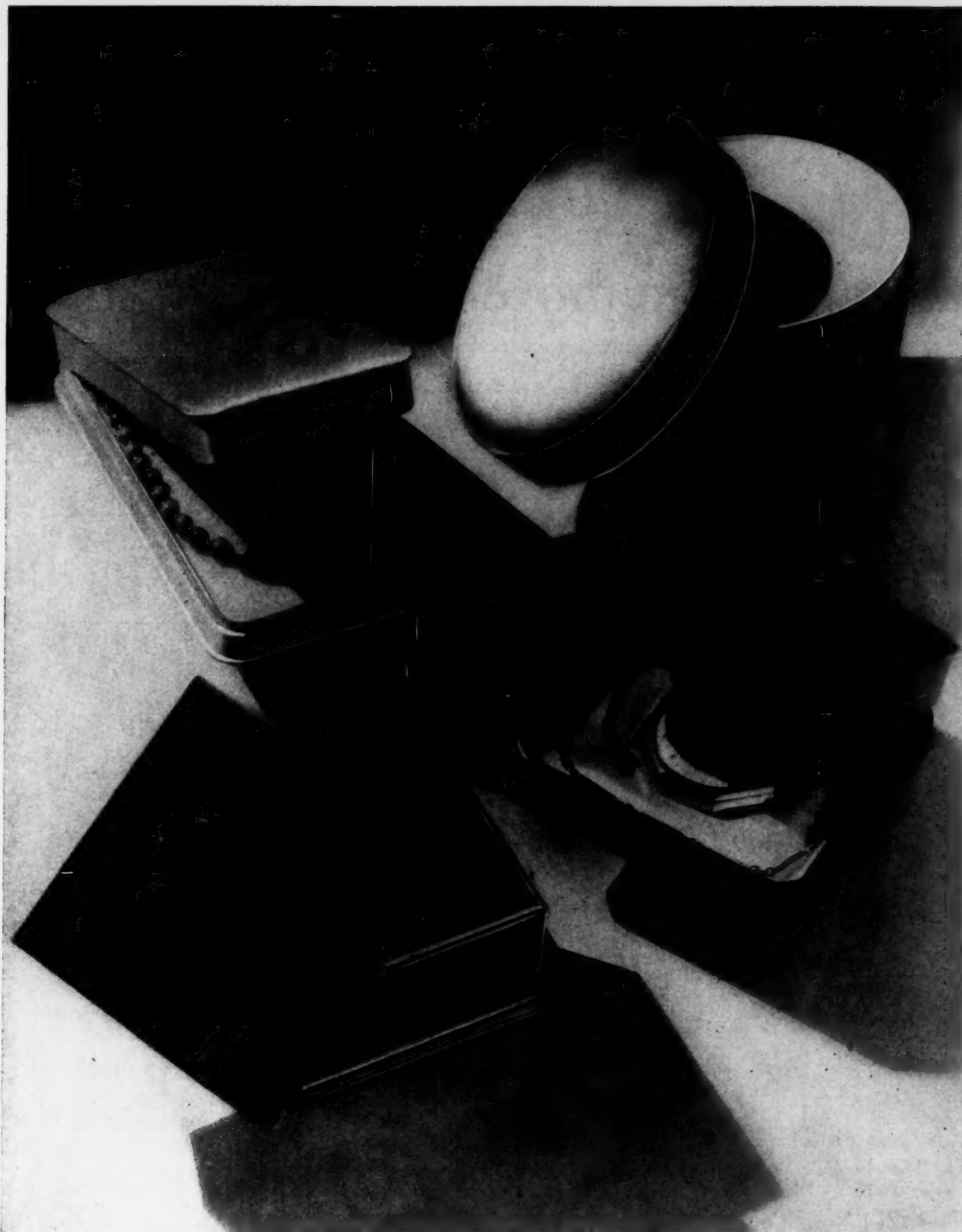
Your problem will have our prompt attention.

McDonald Engineering Corporation
220 VARET ST. BROOKLYN, N. Y.

1112 MERCHANDISE MART
CHICAGO, ILL.

443 SO. SAN PEDRO ST.
LOS ANGELES, CALIF.

LONDON: WINDSOR HOUSE, VICTORIA ST., S.W.1.



What's Beneath the Wrap?

Danger to beautiful boxes lurks beneath the wrap or covering when an inferior foundation (boxboard) is used.

It is false economy to save a few dollars on the board at the risk of hundreds, perhaps thousands, in damage to the attractiveness and merchandising value of your container.

With **Royal Satin** the box is always firm and neat; and will stand the abuse of time with undiminished form and beauty. For containers of beauty and character specify **Royal Satin Board** to your box manufacturer.

The insert is **Royal Satin Board**—lined one side gold embossed GW-12 (furnished by Whiting-Patterson Co.); reverse side, regular book.

ROYAL SATIN
Reg. U. S. Pat. Off.

"The Perfect Board for Quality Containers"

THE BUTTERFIELD-BARRY COMPANY

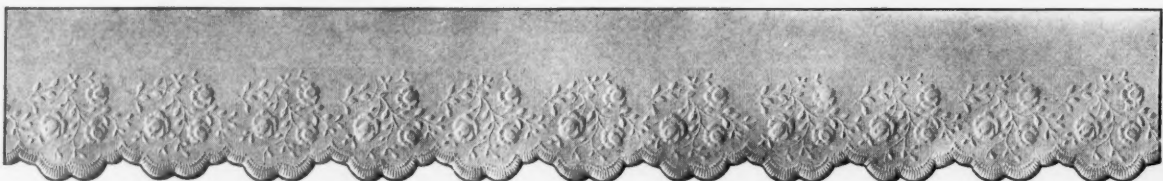
174 Hudson Street, New York, N. Y.

Buffalo Dist:
Maurice W. Simon
Buffalo, N. Y.

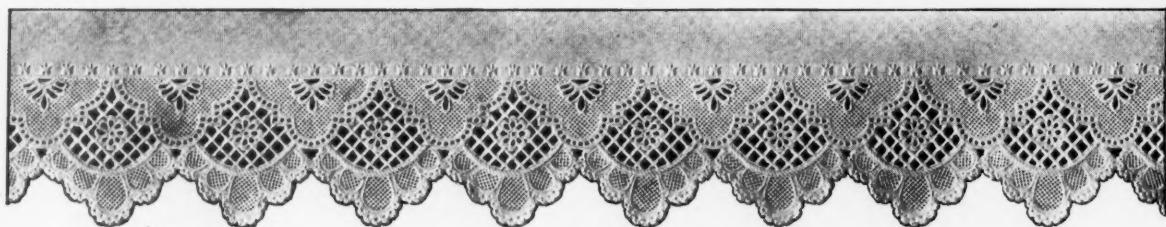
New England Dist:
Baird & Bartlett Co.,
Boston, Mass.



Make any box more attractive and more



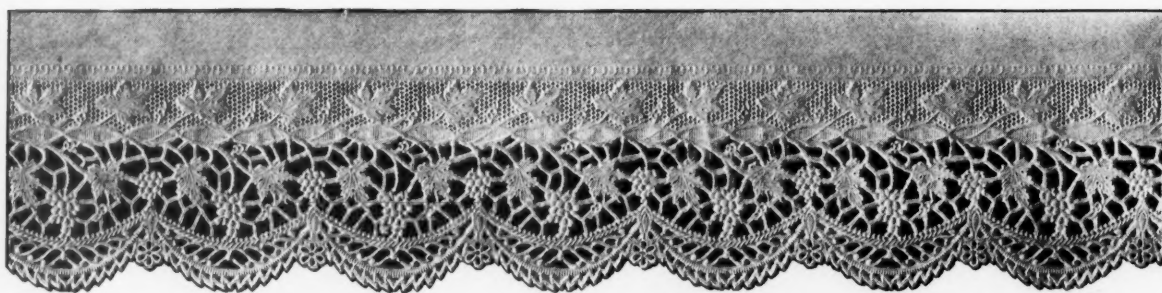
saleable with Milapaco strip laces



STRIP laces that “dress up” a box make the contents more inviting. They actually *increase sales*—creating a demand for your customers’ products . . . and for yours!

Milapaco Laces come in a wide variety, meeting every taste and need. They are easy to handle, adaptable to machine use, economical. Write for samples and prices.

Top, Ivy Design, No. 358
Second, Rose Design, No. 351
Third, Lace Design, No. 530
Below, Grape Design, No. 552



Milapaco Paper Products include Lace Mats, Cellulose Padding, Dividers, Bon Bon Cups, and other accessories for the Boxmaker and Confectioner.

Milapaco
Lace Papers of Character
REG. U.S. PAT. OFF.

MILWAUKEE LACE PAPER CO. . . . GORDON PLACE . . . MILWAUKEE, WISCONSIN

SEE FOR YOURSELF

What the mail pilferer is
up against when he tackles

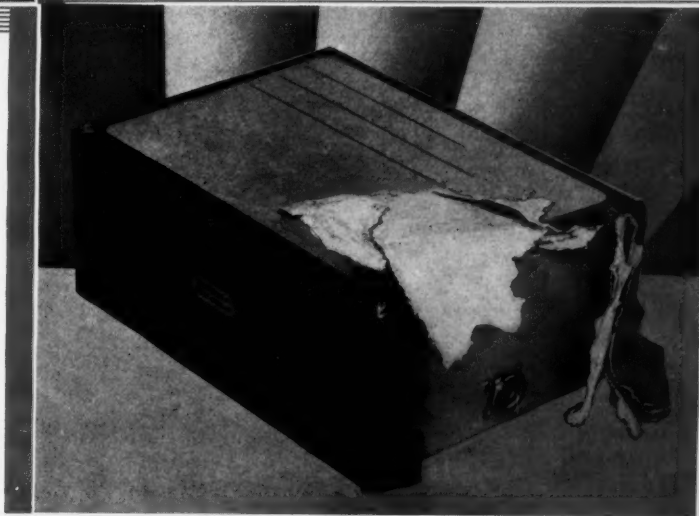
A SHOUP *Everlokt* MAILCASE

Registered Mail Accepted by Addressee—Untampered



● A postcard will bring you the neat package shown above. Inside the case is your sample, waiting to be sealed and locked. Try this test: IF YOU CAN GET THE SAMPLE WITHOUT DESTROYING THE OUTSIDE CONTAINER, you will have accomplished what no pilferer can do. YOU CAN'T GET AT THE CONTENTS OF A SHOUP *Everlokt* MAILCASE WITHOUT DESTROYING THE MAILCASE!

● Mail pilfering is the sore spot of your mailing problem; but it is a problem that concerns you and your customers deeply. We invite you to make this simple test . . . to SEE FOR YOURSELF that the Shoup *Everlokt* is PILFERPROOF!



Registered Mail Not Accepted by Addressee—Tampered With

Don't take our word for it, we will send you your test sample
so that you can SEE FOR YOURSELF!

A. D. SHOUP COMPANY, INC.

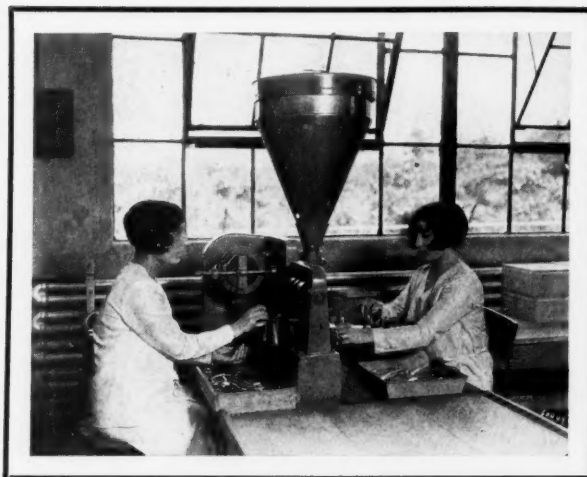
34 to 86 THIRTY-FOURTH STREET

BROOKLYN, NEW YORK

TOREX - - a new food product packaged in collapsible tubes - - on STOKES Machines



What is YOUR Filling Problem?
Write for booklets, "Collapsible
Tube Fillers and Closers" and
"Better Powder Filling."



STOKES semi-automatic Filling, Closing and Clipping Machine, 79-80A, filling Torex tubes in International Products Corporation plant, New York City.

Why? No manual handling of product
No dust or contamination
Practically no exposure to air
Uniform quantity and weight
Clean filling (no wiping)
Rapid production (30 per minute)



NOTE—It was our privilege to work out for The International Products Corporation the proper equipment for the solution of this unusual packaging problem.

Besides the usual cosmetics and pharmaceuticals, STOKES Machines handle—among other materials—glues, greases, belt dressings, polishes, chemicals, paints, insecticides, foods, jellies, lighter fuel and shoe creams.

OUR LINE INCLUDES:

Hand-operated Tube and Jar Fillers
Semi-Automatic Fillers, Closers and Clippers
Can and Jar Fillers

Full-Automatic Fillers, Closers, Clip-Making
and Attaching Machines
Special Filling Machines

Also a complete line of Powder Manufacturing and Filling Equipment.

FJS STOKES MACHINE COMPANY

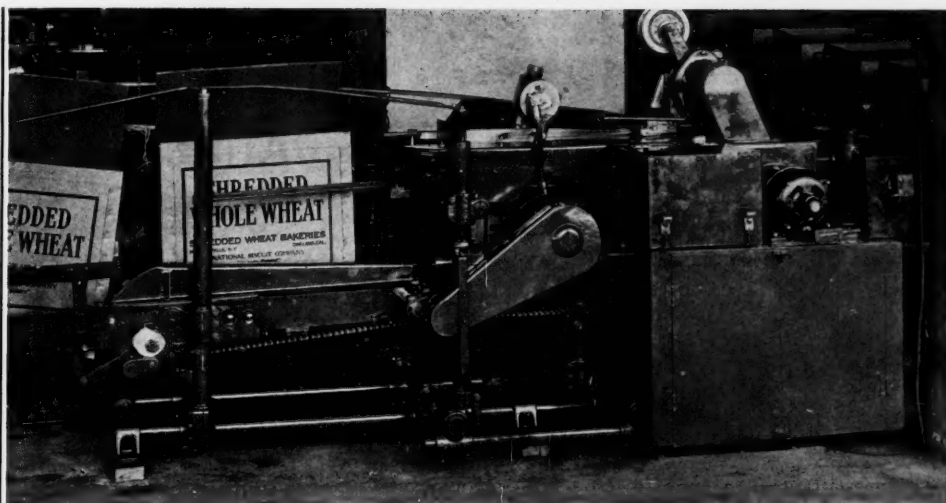
Process Equipment Since 1895

5970 Tabor Road

Olney P.O.

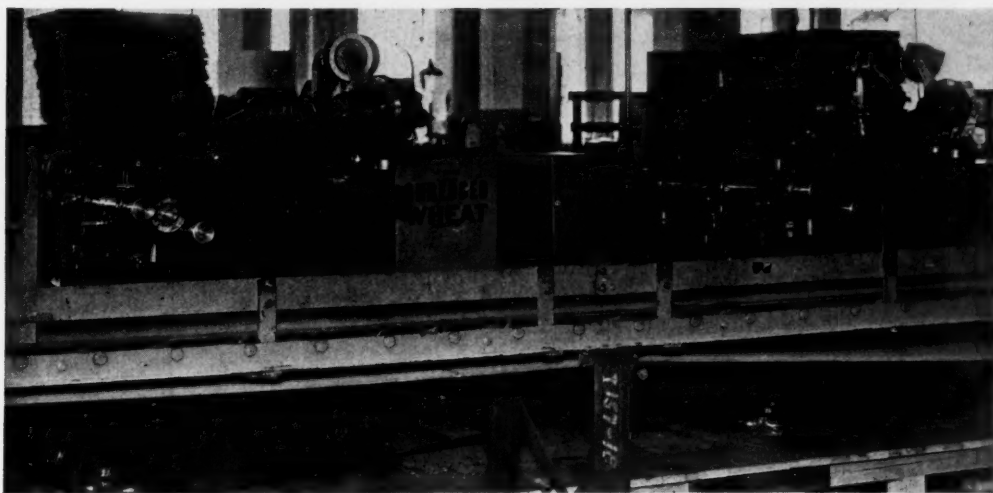
Philadelphia

New York Office—103 Park Avenue



AUTOMATIC SIDE SEAM STITCHER

BLISS METHOD OF AUTOMATIC BOX SEALING ELIMINATES HAND LABOR



DOUBLE HEAD TOP STITCHER

The Bliss *full automatic* side seam stitcher takes a Bliss Box from the conveyor line and automatically feeds the box, squares up the sides, folds the top flaps, sets the staples in position and discharges the stitched case onto another conveyor. Capacity twenty cases or more per minute.

The operator of the Bliss *semi-automatic* double-head top stitcher pushes the partly stitched box coming from the side seam stitcher into the machine, whereupon the box is automatically stitched on both sides and fed out of the machine. Capacity twelve cases or more per minute. This machine may also be had in a completely automatic model.

These two new methods by Bliss offer considerable savings in production costs. Write for further details.

H. R. BLISS COMPANY, INC.

*Manufacturers of Wire Stitching and Adhesive Sealing
Machinery for All Types of Fibre Containers*

NIAGARA FALLS, N. Y.

50 Church St.,
New York, N. Y.

Harry W. Brintnall Co.,
San Francisco, Cal.

608 So. Dearborn St.,
Chicago, Ill.

James Q. Leavitt Co.,
Ogden, Utah

CABLE ADDRESS: SCHRAFFT
A.B.C. CODE 5TH EDITION
DIRECT CONNECTION
POSTAL TELEGRAPH

ESTABLISHED 1861
INCORPORATED 1907

W. F. SCHRAFFT & SONS CORPORATION

MANUFACTURERS OF

SCHRAFFT'S CHOCOLATES

CHOCOLATE SPECIALTIES AND COCOA

SULLIVAN SQUARE, CHARLESTOWN DISTRICT
BOSTON, MASSACHUSETTS.

May 3, 1930.

Exact Weight Scale Company,
944 West Fifth Avenue,
Columbus, Ohio

Gentlemen:

At the present time, we are using approximately 150
Exact Weight Scales.

Some of these are ten years old. At least 50 have
been in constant use for seven or eight years. All
are giving as consistently good service as they did
when first installed.

The order recently placed with you for additional
Exact Weight Scales is ample proof that we are well
satisfied with them - whether judged by durability
over a period of years or adaptability to our pro-
duction in weighing thousands of packages of
Schrafft's Chocolates daily.

Very truly yours,

W. F. SCHRAFFT & SONS CORP.

BY:

Wm. V. Wallburg
William V. Wallburg

WVW:AED

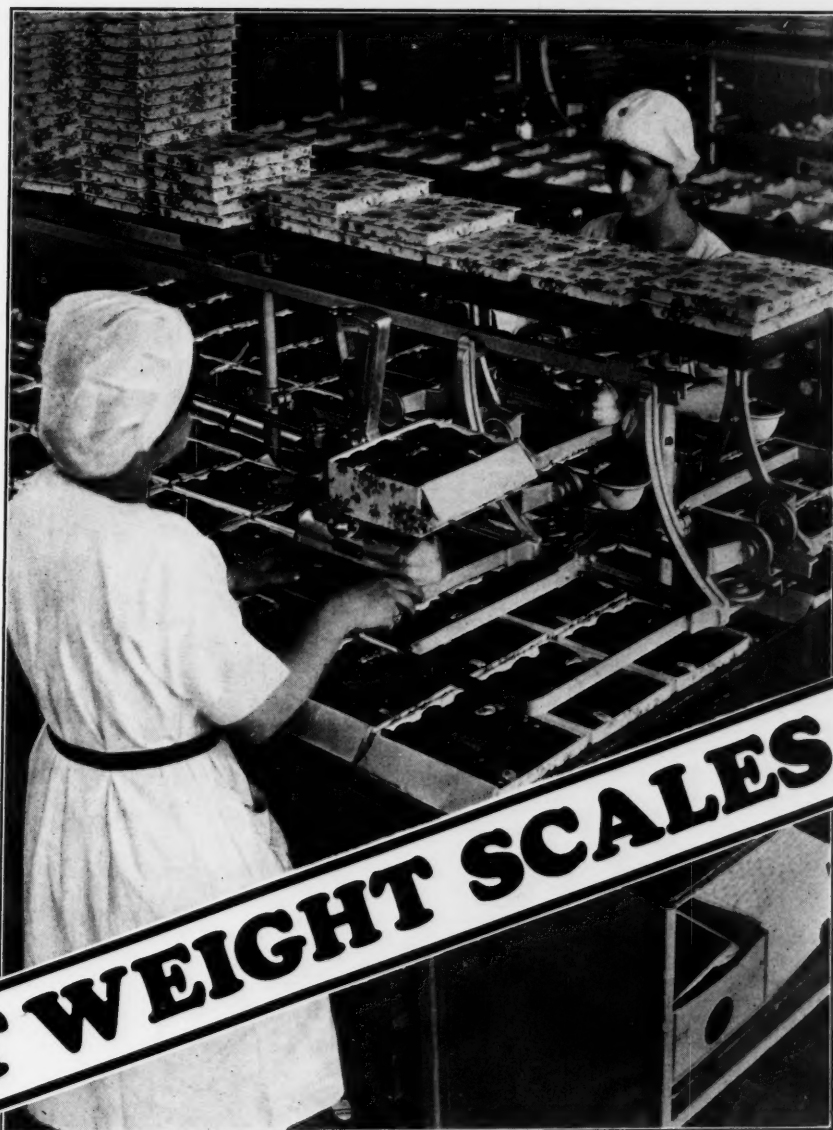
Model at right, 65 lb.
capacity, is popular
with manufacturing
confectioners. Exact
Weight scales are made
for every commercial
purpose. They weigh
from 1/100 oz. to 400
lbs.



View on the opposite
page shows a section of
the department where
Schrafft candies are
weighed over Exact
Weight Scales in thou-
sands of packages daily.

Call
the
Roll
of the
leaders

... You'll
find them
using



EXACT WEIGHT SCALES

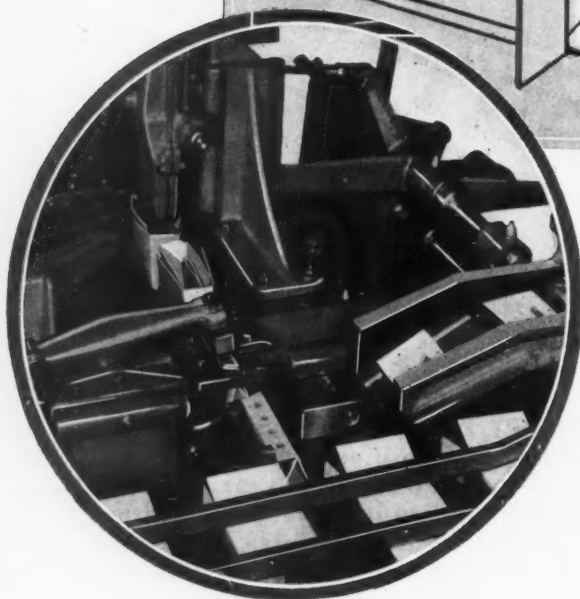
IN the new Schrafft Plant which is capable of producing seventy-five million pounds of fine chocolate coated confections each year, Exact Weight Scales play an important role. The world's largest producers of chocolates have for years found Exact Weight Scales indispensable as a means of recovering overweight losses.

Write us for information
as to how Exact Weight
Scales can serve YOU.

The EXACT WEIGHT SCALE CO.

THE WORLD'S MOST FAMOUS PACKAGE

SAVES LABOR COSTS



Used by the makers of Jell-O,
My-Own, Junket, Royal Gela-
tine, etc.

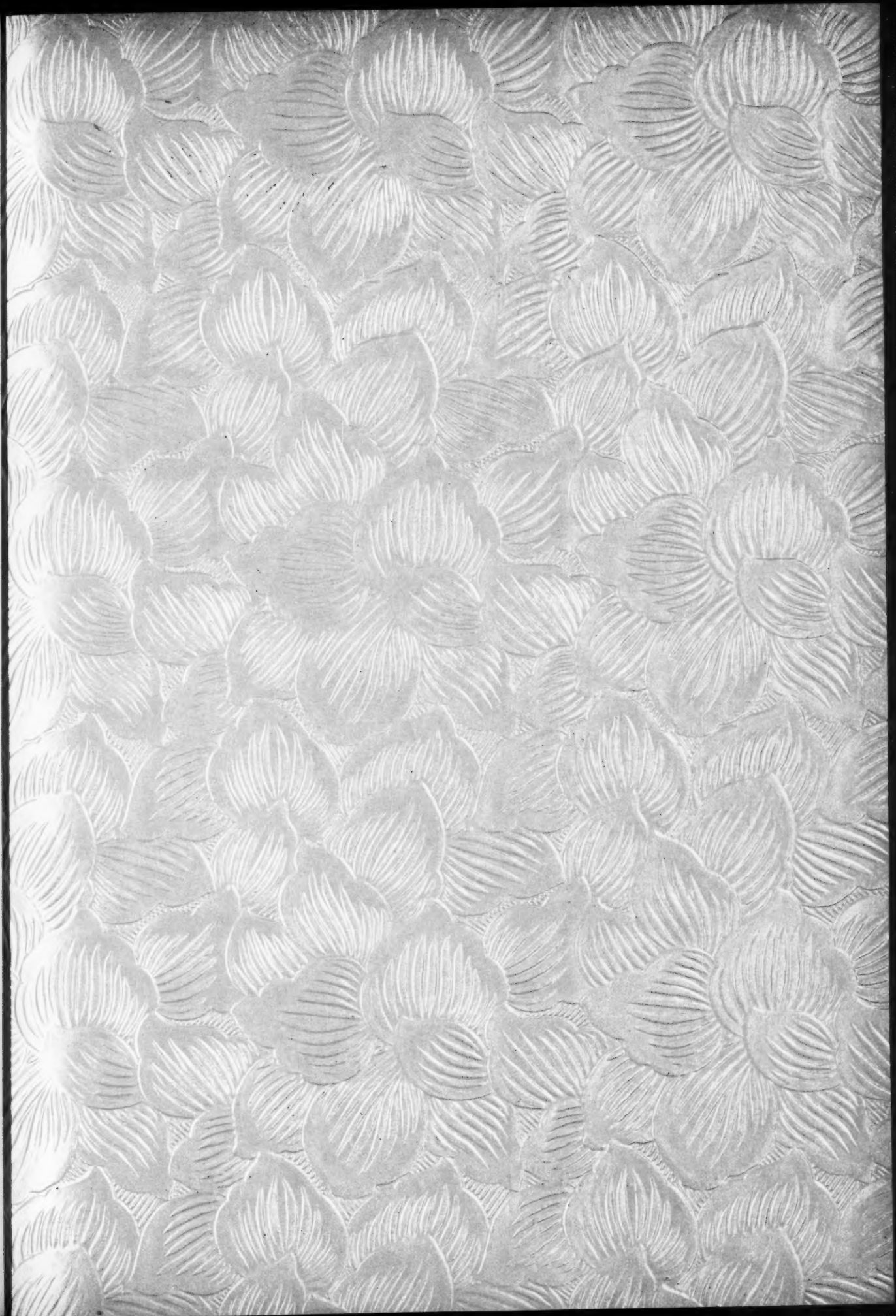
THE NEW ANDERSON

Free-flowing and Non Free-flowing Packager, besides giving you the famous package, universally renowned for many advantages, cuts your production costs by replacing eight, or more, hand-workers. With one operation, clever automatic fingers deftly take carton, insert, paper and powder and quickly convert them into thirty finished satchel bags a minute.

Your product is protected—costs are low—production is swift and efficient but most important—you get a perfect package.

E. D. ANDERSON, INC.

15 Park Place . New York City



Mother's Day



FRENCH
SATIN

STOCKED IN ELEVEN
COLORS IN A WIDE
RANGE OF EMBOSSINGS

SAMPLES WILL BE
SUPPLIED ON REQUEST



CHARM
DIGNITY
QUALITY

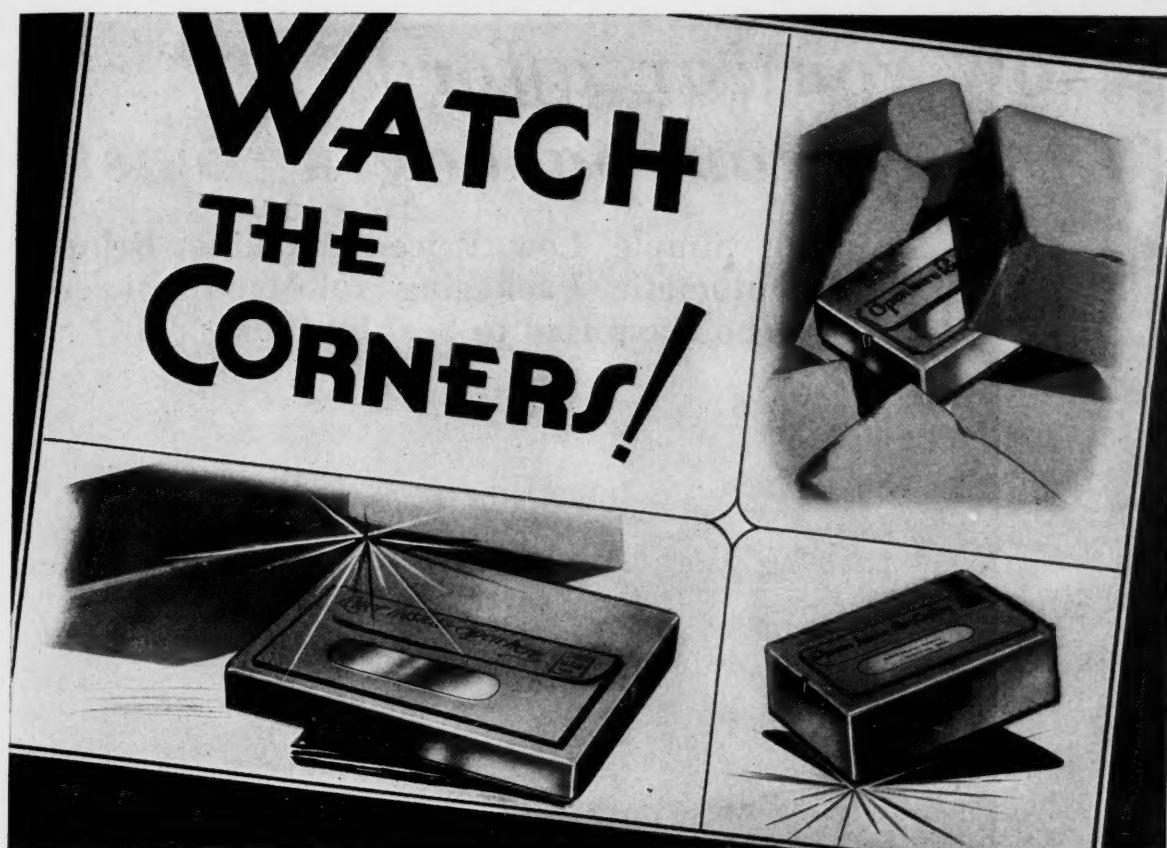


EXCLUSIVELY
KELLER-DORIAN PAPER CO.
INCORPORATED

110 FIFTH AVENUE

NEW YORK

THIS SHEET IS NUMBER S-3122



IT'S the CORNERS of the ordinary mailing box which give first under the crushing, smashing contacts in the mail. From any standpoint, so-called cheap boxes turn out to be the costliest.

That's why Mason Modern Mailers are built on engineering lines. Hidden reinforcements give them remarkable strength, make their use an economy.

Mason Letter boxes, which carry letters under first-class postage with merchandise, and Mason Parcel Post and Special Purpose boxes are made for those who want their packages to arrive in as good condition as when they were sent. Ask for packaging counsel . . . ask for the new catalog.

Mason
Modern Mailers
 The Mason Box Company, Attleboro Falls, Mass.

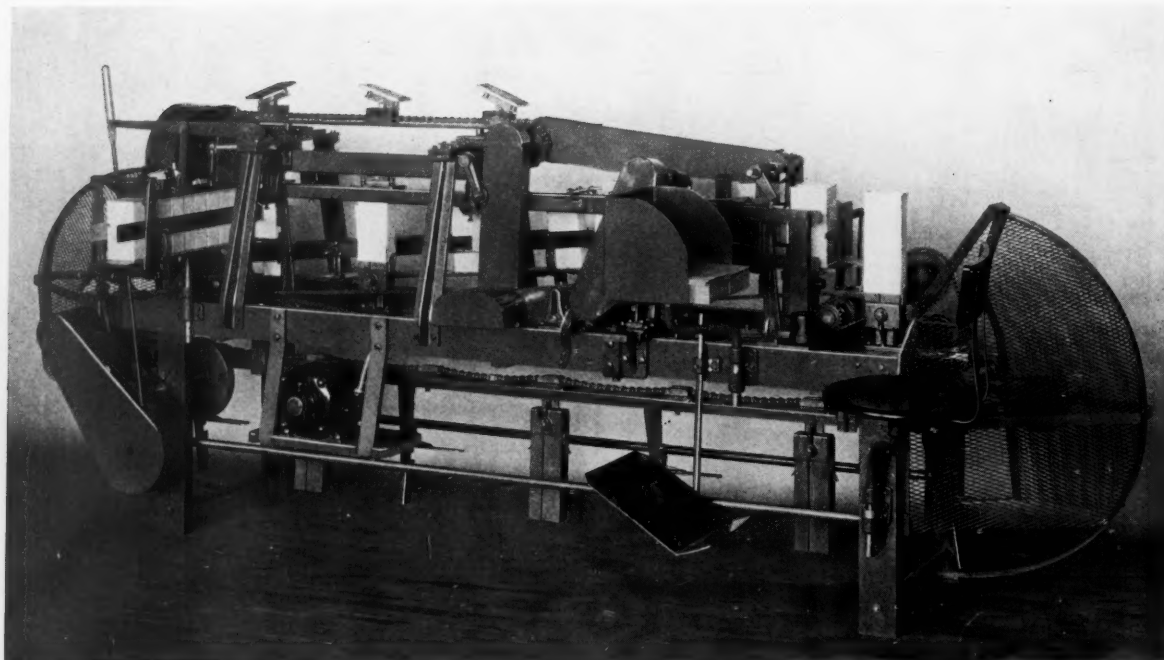
New York Office and Display Room



Flatiron Building-175 Fifth Avenue

Now you can afford low packaging costs

A Simple Low Priced Machine Brings
Automatic Packaging to Manufacturers
Who Have Had to Seal by Hand.



THE flying hands of the packing table have done their utmost. But still they cannot meet the pace of this mechanical age. Producers of packaged goods have had to grin and bear a hand labor cost for top and bottom sealing. Separate gluing devices and compression units have helped, but not enough to reach the low cost levels of automatic machines.

The new Johnson Combination Bottom and Top Sealer (Type L) is automatic and comes to the aid of the small volume packager while his output is growing toward the profitable use of high speed automatic machinery.

One operator comfortably handles this machine, and its power cost is negligible. Its savings will pay its cost and buy new units of the full-automatic line. *Send the coupon for details.*

JOHNSON COMBINATION BOTTOM & TOP SEALER TYPE L

Easily combined with an automatic filling and weighing machine, the Type L will provide one full-automatic line which will bottom seal, fill, weigh and top seal 20 to 25 cartons a minute. Or, it is equally well suited to hand filling and weighing. An absolutely square and sift-proof seal is guaranteed.

JOHNSON AUTOMATIC SEALER CO., LTD.

BATTLE CREEK, MICHIGAN

Subsidiary of the Battle Creek Wrapping Machine Co.

FOREIGN REPRESENTATIVE:

C. S. du Mont, Windsor House, Victoria St., London, England.

Send the Coupon—

Johnson Automatic Sealer Co., Ltd.
Battle Creek, Mich.

I'd like to receive information as checked below:

- ☐ Mail me a description of your new Type L Combination Bottom & Top Sealer.
- ☐ Have a representative call to tell me about this machine when in my vicinity.
- ☐ Tell me also about your Gross and Net Weight Scales.

Name

Company

Address

City State

MP 11-30

Collapsible Tubes of
Alcoa Aluminum may
open a NEW Market
for you



Take thought of the 5 and 10 cent grocery stores, the hundreds of serving pantries, the kitchenette—the small kitchens that we all live with nowadays. With pantry shelf space at a premium, the sale of products in bulky packages suffers. There is no room to store them.

Collapsible tubes of Alcoa Aluminum provide a new and attractive container for any food manufacturer who puts up soft foods or condiments. Made of pure Alcoa Aluminum—the metal that is safe to use in direct contact with foods—these tubes are convenient in size, easy to handle.

In considering tubes, think first of those of Alcoa Aluminum. They have these 6 distinct advantages: 1. Strong side walls. 2. Rigid caps and permanent neck threads. 3. They are easily filled—many products can be packed in them without clips. 4. Light weight. 5. Take any type of printed decoration. 6. Are constant in price.

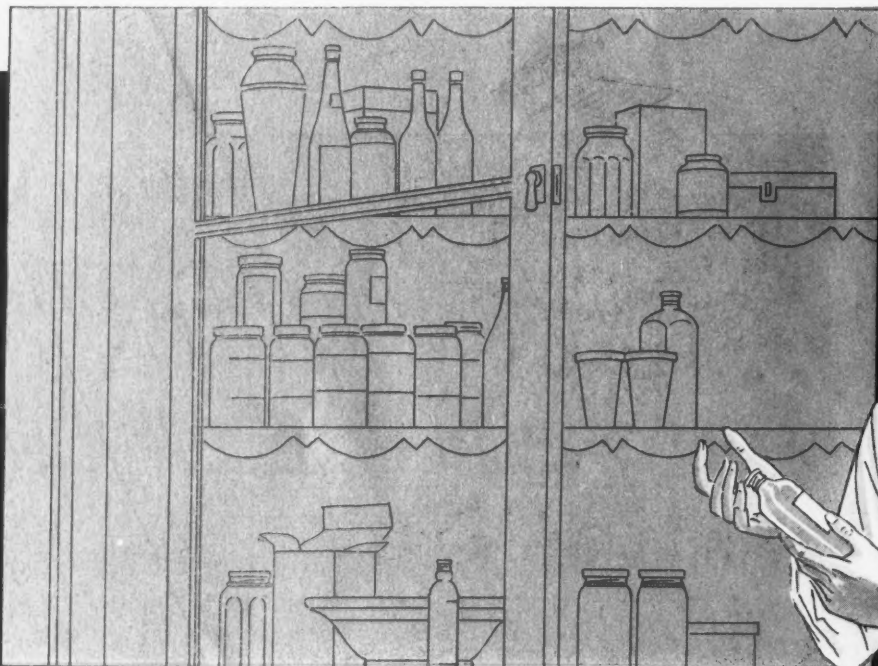
A representative from our nearest office will gladly give you full information about collapsible tubes of Alcoa Aluminum. ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNSYLVANIA.



TRADE MARK

COLLAPSIBLE TUBES
ALCOA ALUMINUM

Look over the caps on the bottles in your pantry at home—



Note the dented, scarred, misfits that have been pried off with can openers—wrenched off in door jambs. Think, too, of how poorly the quality of the remaining product is protected.

A good bottle cap will have these four characteristics. It will come off easily. Reseal tightly. It won't rust. It will protect the entire pouring surface of the bottle. And, if it is a *real food cap*—i. e., a Rolled On Cap of Alcoa Aluminum—it will seal the product hermetically at the factory.

That important function, proper seating of the sealing medium on the sealing surface, is accomplished by the R-O Seal in a most ideal manner.

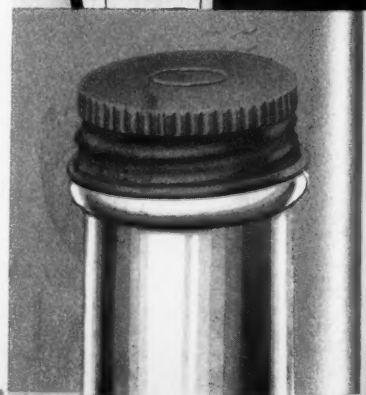
Because the seal is applied unthreaded,

the exactly correct amount of vertical, stationary top pressure is easily applied with minimum bottle breakage. Then with the sealing medium held under this constant pressure, the threads are rolled into the cap, tailored to fit the threads on the bottle. Thus the proper sealing pressure is maintained until the cap is removed by the ultimate consumer. This ideal sealing operation is accomplished at almost any desired speed.

R-O Seals are supplied in any solid color, lacquered, enamelled or lithographed, and in a wide variety of sizes. Write for full particulars. ALUMINUM COMPANY of AMERICA; 2429 Oliver Building, PITTSBURGH, PENNSYLVANIA.



"ROLLED ON" SEALS OF ALCOA ALUMINUM





“The First Indication of A Good Product”

PRI NTED with some of the most admired of modern box designs, these colorful cartons are proving their ability to make more sales. Ridgelo Clay Coated Folding Boxboard was selected as the stock for its smooth, coated surface, easy folding, and durable strength.

A good package is invariably the first indication of a good product—it is paying leading manufacturers and boxmakers to standardize on Ridgelo.

RIDGELO CLAY COATED FOLDING BOXBOARD

Made by

LOWE PAPER COMPANY

Representative in Canada
W. P. BENNETT & SON
32 Front Street, W., Toronto



Ridgefield, New Jersey

Representative in Buffalo
MAURICE W. SIMON
52 W. Chippewa Street, Buffalo, N. Y.



B RING OUT THE ATTRACTIVENESS OF YOUR PRODUCT

Visibility plus protection yields the perfect package. Ignore either, and you hamper your best salesman, your package.

AQUALEEN, the foremost transparent wrapping material on the market, will give your product these two vital necessities in packaging. The clearly established position of **AQUALEEN** in the minds and on the products of prominent users is due solely to the outstanding qualities possessed by the material itself. Its transparency lends the product it covers a visibility and an attractiveness not otherwise to be obtained. Its airtight, moisture-proof, greaseproof and self-sealing nature makes it an ideal protective covering and one easily applied.

This basis of quality has created the present high reputation of **AQUALEEN**. Both quality and reputation lead you inevitably to **AQUALEEN** as a source of added sales for your products.

TRADE
NEWARK **P. & P. P.** COMPANY
MARK

Newark Paraffine & Parchment Paper Co.

N. Y. Office: 1071 6th Ave.

Main Office and Mill:
46 Jelliff Avenue, Newark, N. J.

Mill: Pittston, Pa.

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WARE SUPER-COLORS



A complete range of colors is available in this series of box papers.

Each covering is in itself a splendid example of the skill in coloring so unique to McLaurin-Jones Fancy Papers.


We will gladly send you our sample Folio MP-11. Just clip the handy coupon.



Send Coupon *for* Sample Folio MP-11



McLAURIN-JONES Co
BROOKFIELD **MASS.**



McLAURIN-JONES COMPANY, Brookfield, Mass.
Please forward Sample Folio MP-11 without any obligation on our part
Firm Name _____
Street _____
City _____
State _____
Attention _____



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"Stress packaging efficiency"

says the President of
McCormick & Co., Inc.

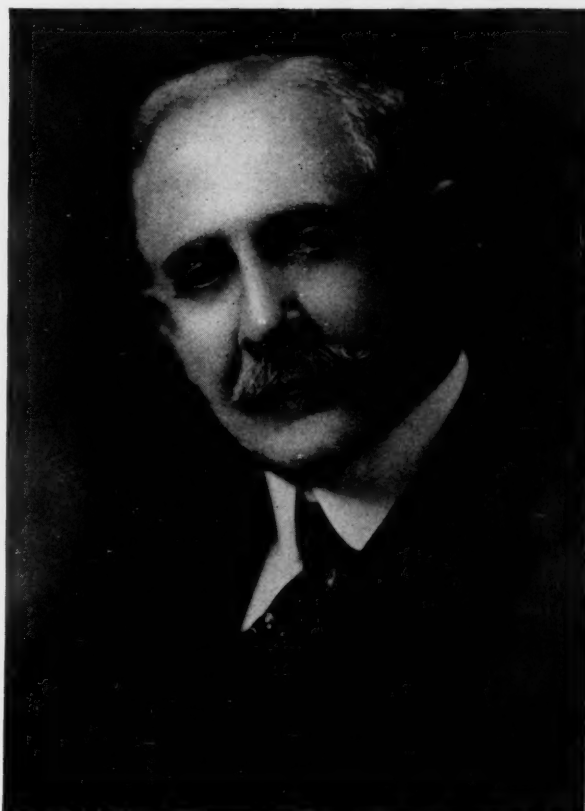
PACKAGING is one of the most important of production operations because your package is the connecting link between you and the consumer. On the efficiency of your packaging operation depends the condition of your product when it reaches the consumer, on its accuracy depends, to a great extent, your profits.

Today the largest producers of package goods in America protect their products, their good will and their profits by packaging their products with Pneumatic Machines. Pneumatic Machines combine a speed, thoroughness and accuracy together with a very low depreciation factor, which, over a period of years, has proved their superiority over any other system. That is why concerns of the calibre of McCormick & Co., Inc., Lever Bros., American Sugar Refining Co., and many other companies of similar importance, with tremendous productions and world wide reputations to maintain, use Pneumatic Machines.

Pneumatic Packaging Machines are built on the basis of unit design that make them equally adaptable to the large or small manufacturer. Pneumatic engineers are at your service without obligation. A booklet on packaging, which will interest every executive, will be sent on request. Just write for "An Interview."

PNEUMATIC MACHINES

Carton Feeders, Bottom Sealers, Lining Machines, Weighing Machines (Net and Gross), Top Sealers, Wrapping Machines (Tight and Wax), Capping Machines, Labeling Machines, Vacuum Filling Machines (for liquids or semi-liquids), Automatic Capping Machines, Automatic Cap Feeding Machines, Automatic Corking Machines



MR. W. M. McCORMICK

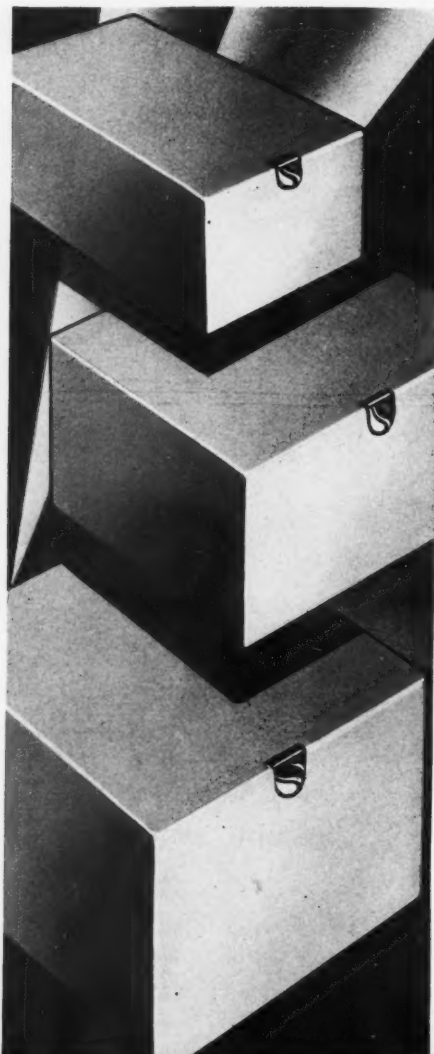
PRESIDENT, McCORMICK & CO., INC.

"We insist on the highest quality in our products and we take every precaution to give them the finest of packaging protection so that they will reach the consumer with their quality unimpaired. Pneumatic Machines enable us to accomplish this purpose with a speed, accuracy and efficiency that protects both our products and profits."

PNEUMATIC SCALE PACKAGING MACHINERY

PNEUMATIC SCALE CORP., LTD., NORFOLK DOWNS, MASS.
 Branch offices in New York, 26 Cortland St.; Chicago, 360 North Michigan Ave.;
 San Francisco, 320 Market St.; Melbourne, Victoria; Sydney, N. S. W. and
 London, England

"GO-SAFE" MAILERS



A TWO OUNCE POUND OF CURE

Mailmen are nice, gentle creatures. But one would never know it judging by the way they treat your postal packages.

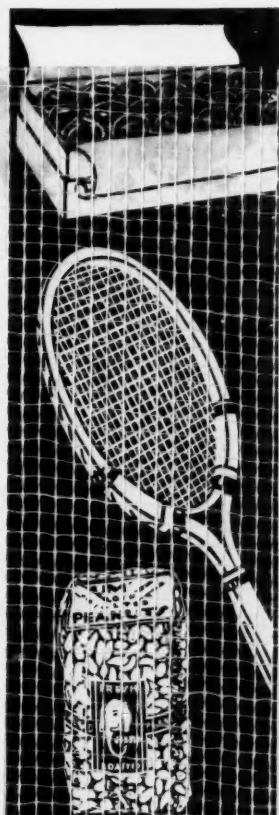
There is only one sure way of preventing the cute little carton-slingers from reducing your favorite package to mince meat. That is—no, not armor plate—merely the use of "GO-SAFE" Mailers.

These little boxes are the two-ounce preventives worth a pound of cure. Long years of failure to break them have taught the mail-maulers that any box bearing the Young Brothers' label is indestructible—they've given up and let them pass with a sigh—let them pass in perfect condition.

As for cost—why, no more than any other type of package. Let us hear from you—a post card stating your problem will bring our answer the "Go-Safe" way.

YOUNG BROTHERS
INCORPORATED
PROVIDENCE, R.I.
MAKERS OF PAPER BOXES FOR OVER FIFTY YEARS

PACKAGES THAT



GO THE WHOLE ROUTE

Packages of Marsenette don't sell your product. . . . They let your product sell itself. Packages of Marsenette give your product protection of such quality that your products look their best when the buying moment arrives. Packages of Marsenette go the whole route . . . and carry your product and your profits to higher levels. Investigate Marsenette's possibilities today . . . now.

In six colors. In open mesh or finer weaves . . . in sheets or rolls. Special colors and special netting materials can be had on quantities. Technical assistance is yours for the asking.

"Marsenette"

Trade Mark Reg. U. S. Pat. Off.

This is N-One "Marsenette"

"Marsenette"

Trade Mark Reg. U. S. Pat. Off.

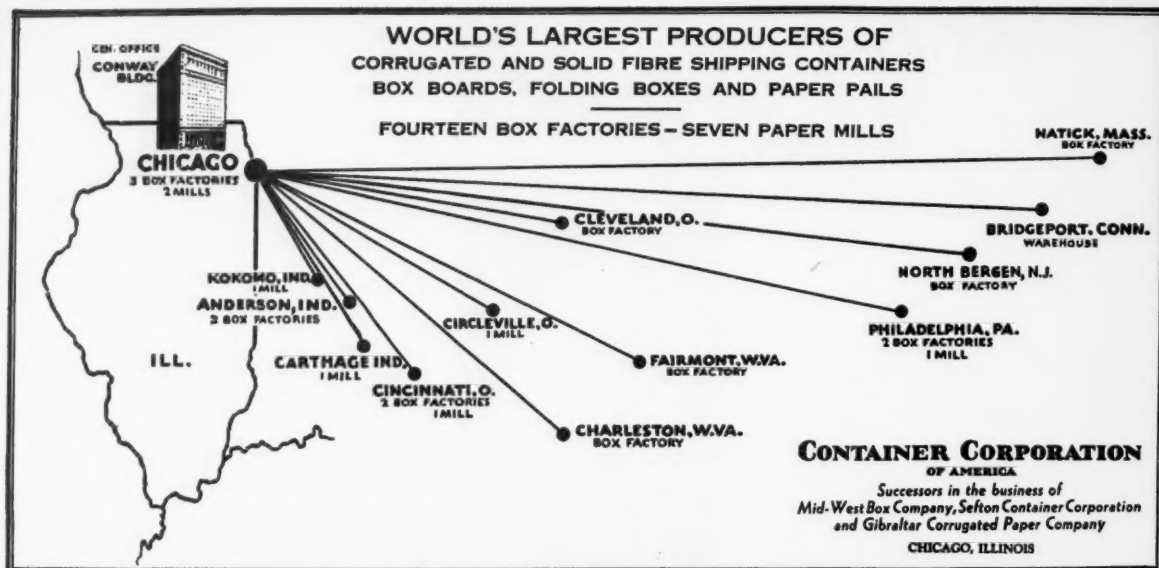
a cloth-filled transparent material of high tensile strength: airtight, grease-proof and dustproof is the ideal packaging material for goods which must have visibility without the weakness and formlessness of the common transparent wrapper. Marsenette can stand wear without showing it . . . can take print . . . and keep it . . . and can stand climatic changes without cracking or splitting. Sewed or glued it makes a package indisputably strong . . . indisputably beautiful.

Marsene

TRANSPARENT PAPER CORP.

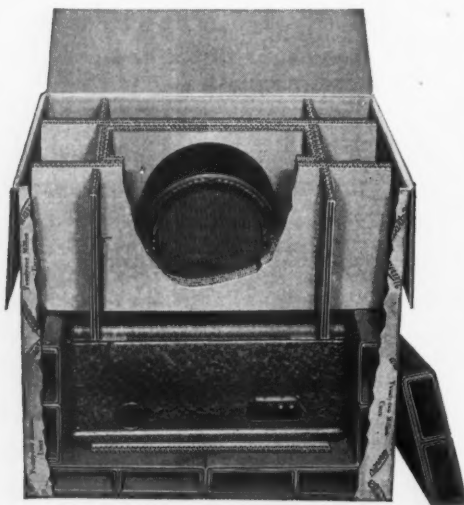
Gary

Indiana



Our Progress is the Gain of Our Customers

THE growth of the Container Corporation of America is a notable one in these times of stress. Its progress is a tribute to sound management and a dependable, high quality of products which have secured the confidence and support of many of the Nation's biggest buyers and shippers as well as a host of manufacturers with smaller, but nevertheless important, requirements.



How a fragile radio can be packed and shipped in a corrugated fibreboard box. Note double wall reinforcements for protection.

With the acquisition of the Sefton Container Corporation in the early part of the year, our line of quality Corrugated and Solid Fibre shipping containers and Box Boards was supplemented by a fine line of Folding Boxes and Paper Pails, well known and popular with the trade. Recently another plant, the Gibraltar Corrugated Paper Company, was secured, resulting in an unequaled manufacturing setup of mills and box factories in strategic locations which insures superior service to customers.

Again, our new contribution to the corrugated field—MYRACOL—which enables buyers to secure corrugated boxes in all the colors of the rainbow, at a very slight increase in cost, further indicates progress in research that is outstanding in the field. We are happy to be able to fill the long-felt want of shippers for a package in colors that not only gives their goods big publicity but also brings home the name and trademark of the maker to the consumer. Here's your big chance to come before the public with a real advertising package.

Write us for complete information on your requirements for any one of our many products. On request our box engineers will call to help solve some intricate packing problem. No obligation. In regard to MYRACOL colored boxes—write in direct care of General Sales, Chicago.

CONTAINER CORPORATION OF AMERICA

Mid-West Box Company Sefton Container Corporation

Seven Mills • Fifteen Factories
Capacity • 1300 Tons Per Day



General Offices • Conway Bldg.
111 W. Washington St., CHICAGO

COLOR

Your package, carefully and properly printed in colored inks made expressly for that purpose, will convey your selling message to the buying public in strong accents.

THAT SPEAKS
FOR ITSELF



TRIANGLE INK & COLOR CO. 26 FRONT ST. BROOKLYN. NY

In the hands of your artists
you place your thoughts and ideas, to be executed
into reality. Packages glow with originality and
the splendor of color as the artists' efforts
assume form.

Your next problem and a most important one
arises—production. Will you specify ordinary
color inks to carry out the artistic conception?
No—of course not. You require the finest—
TRIANGLE Printing Inks—especially mixed and
matched to produce the exact reproduction of
your artist's original.

TRIANGLE INK & COLOR COMPANY, INC.

26 FRONT ST. BROOKLYN, N. Y.

231 CONGRESS ST., BOSTON, MASS.
13 SOUTH 3rd ST., ST. LOUIS, MO.



The Inks used on this insert are

TICCO PROCESS YELLOW	No. Y-6632
TICCO PROCESS RED	No. R-279G
TICCO PROCESS BLACK	No. BK-131
TICCO PROCESS BLUE	No. B-2AM

RADICAL CHANGES!!

Manufacturing conditions are constantly changing, new methods of merchandising and transportation are adopted, new production machinery designed and, each year, the wide-awake manufacturer witnesses these changes, and keeping in step with the times, equips his plant with the most modern machinery.

PACKOMATIC Machinery is always a jump ahead of the trend of the times with a complete line of automatic packaging machinery.

Whatever your packaging problem may be, a **PACKOMATIC** engineer is ready to help you without obligation.

Write for further particulars and catalog.



*For over four years this **PACKOMATIC** Container Sealing Machine has been efficiently turning out sealed cases, 480 per hour, for the Fitger Company, Duluth, Minn.*

PACKOMATIC
FERGUSON  NATIONAL
PACKAGING MACHINERY

J. L. FERGUSON COMPANY, JOLIET, ILLINOIS

Branch Offices

NEW YORK CITY

ST. LOUIS

LOS ANGELES

What Chance Do You Stand in a Case Like This?

What earthly chance does your catalog stand when it comes in a flood of morning mail, when it is but one of a hundred bewildering sizes and shapes before the buyer of your article? Just about one in a hundred of surviving the wastebasket.

What chance does your insert or your section in THE PACKAGING CATALOG stand? Every chance of getting not only the prospect's perusal but his undivided attention at the moment when he is ready to purchase.

THE 1931 PACKAGING CATALOG will reach a selected circulation of nine thousand buyers of your goods. It is their source book of packaging information with a welcome place on their desks. It is used every day in the year, all through the year, whenever packaging machines and materials are to be bought. If you know how little a chance you stand with a private catalog, how large a chance with a section in THE PACKAGING CATALOG and how much less your cost is in the latter, you know that there is no method of advertising so fruitful of results as THE PACKAGING CATALOG.

Over eighty advertisers found it to be a profitable medium last year. You can be among the more than a hundred who will find it so this year. Send for further information and see for yourself how much you can save and how much better a job you can do with THE 1931 PACKAGING CATALOG.

Forms close December 15th.

BRESKIN AND CHARLTON
PUBLISHING CORPORATION

11 Park Place

New York





PAPERGLAS



is in your pocket most every day did you ever realize why this most popular cigarette is always fresh, smooth and fragrant?

Presents packages distinctively

PAPERGLAS has sufficient sheen so that it imparts to the package that refined appearance so essential to dignified merchandising display.

PAPERGLAS can be.
had not only plain —
but in 17 embossings, or
if you prefer, your own
special design or trade-
marked pattern will be
originated for you.

Westfield River Paper Co., Inc.
Russell, Massachusetts

New York City Office: 501 Fifth Avenue



PAPERGLAS

Serving a multitude of industries — protecting with care your quality — displaying with dignity the worth of your packages.

Westfield River Paper Co., Inc.

Russell, Massachusetts

New York City Office: 501 Fifth Avenue

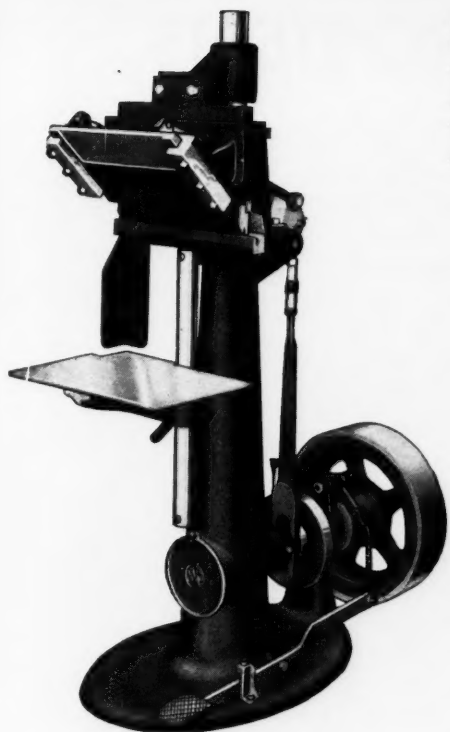
S

SARANAC SOLVES THE BAG PROBLEM FOR SMALL AND LARGE PRODUCERS ALIKE—

Saranac Automatic Paper Bag Staplers are made to meet the special requirements of manufacturers of all sizes. Yet each machine retains in its design the standardized features of Saranac engineering perfection, speed and workmanship.

The SARANAC Automatic Bag Folder and Stapler shown below is capable of producing 15,000 folded and stapled bags per ten hour day, each with a triple sift-proof seal which complies in every detail with the specifications of the U. S. Interstate Commerce Commission and the Bureau of Explosives.

The machine at the left is a Saranac Bag Top Folder designed to meet the needs of the smaller plant where production may be intermittent. Both machines are but examples of the way in which Saranac can apply one basic principle to the individual problems of various manufacturers. Your stapling problems may call for one of these machines . . . or for one of a very different design and use. But whatever the machine . . . whatever the use . . . Saranac can produce an economical device to solve your problem. Call upon Saranac for the solution of any problems relating to machinery construction in the sealing of flexible containers.

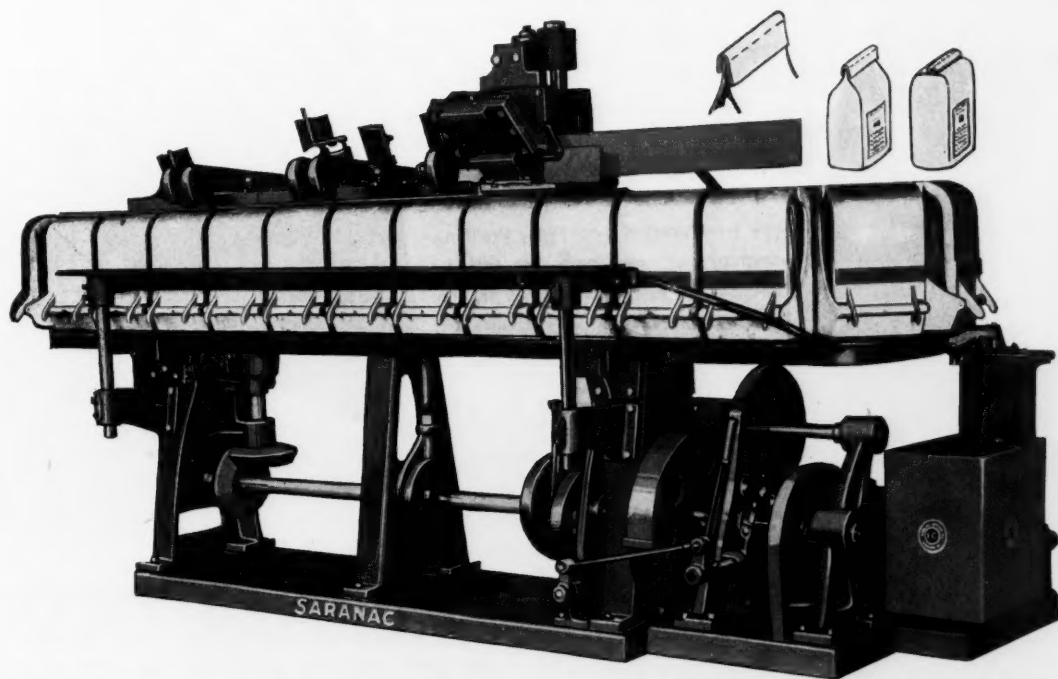


SARANAC BAG SEALERS

(INCORPORATED)

BAG CLOSING and STAPLING MACHINES

BENTON HARBOR, MICHIGAN



SARANAC AUTOMATIC PAPER BAG SEALING MACHINE

BUILDING WITHOUT ARCHITECTS

Foundation by one concern, steel by another, stone, brick, wood, glass and so many other factors of building—suppose they were specified by the individual companies according to their desires.

Can you visualize the building that this conglomeration of individual motives would produce without an architect to guide—a central figure to direct every operation?

Now consider your package. Was it conceived and designed by a specialist, one who is to package design what the architect is to building? Were the factors coordinated to develop a package best suited for your problem? . . . "The problem of styling your product as a complete unit for the proper presentation of your product."

The Package Design Corporation will enable you to answer these questions in the affirmative. As an organization of specialists functioning only in a creative and advisory capacity in the styling of products and design of packages—it offers you a unique service—the analysis of your present packages, the creation of your new packages and the counsel of unbiased experts in the construction and merchandising of your package.

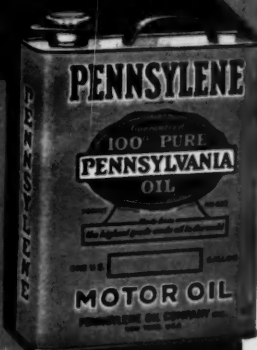
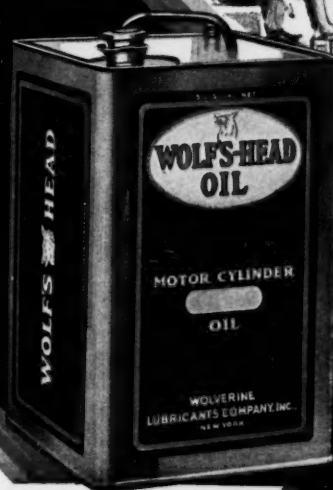
A few words, outlining your problem and telling us of your product, will be sufficient material for us to discuss your problem intelligently. A sample would help considerably.

**PACKAGE DESIGN
CORPORATION**
8 Murray St., New York

CONTINENTAL CANS



SELL GOODS



MOTOR OIL CONTAINERS

THE Continental lithographed Motor Oil and Grease cans illustrated above are excellent examples of modern containers developed to help increase sales.

Cans strong in utility value and of attractive appearance give the added sales impetus so necessary to successfully meet modern competition.

Continental's long experience, tremendous resources and modern equipment assure excellence in containers for Motor Oils, Greases and other products.

CONTAINERS BY CONTINENTAL



**BEHIND THE CONTINENTAL CANS YOU BUY IS A
COMPANY WITH TREMENDOUS RESOURCES FOR SERVICE**

Continental Cans are definite and dependable factors in the distribution of thousands of products the world over.

Millions of homes look to thousands of manufacturers for products of every description protected by the tin can. These manufacturers in turn look to Continental as their never failing source of supply for quality cans.

Behind Continental Cans are 35 plants advantageously located from coast to coast—in 24

principal cities of the United States and Cuba—hundreds of experienced representatives—Research and Development Laboratories constantly making improvements in cans, in the preserving of foods and rendering service.

An efficient organization of men trained thru life-long experience to produce the utmost in quality and service are anxious to give your packaging problems the personal interest and attention they deserve.

CONTINENTAL CAN COMPANY INC.

Executive Offices: NEW YORK: 100 East 42nd Street

CHICAGO: 111 West Washington Street

SAN FRANCISCO: 155 Montgomery Street

CHICAGO
CINCINNATI
WHEELING
PASSAIC
SAN JOSE

BALTIMORE
OAKLAND
NEW ORLEANS
ROANOKE
BOSTON

DETROIT
JERSEY CITY
LOS ANGELES
CLEARING
CANONSBURG

ALBANY, GA.
SAN FRANCISCO
SYRACUSE
NASHVILLE
HURLUCK, MD.

DALLAS
E. ST. LOUIS
DENVER
SEATTLE
BEDFORD, VA.

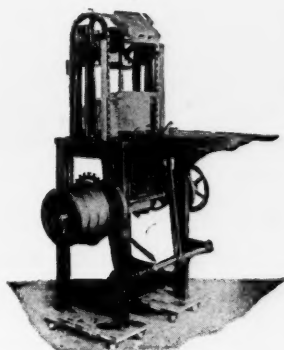
KANSAS CITY, MO. HAVANA, CUBA

"It's Better Packed in Tin"

"ALSO-RAN"

IN THE RACE FOR SALES SUPREMACY

WHERE every factor must be attuned properly, and every faculty coordinated to the nth degree, high production costs have proven too great a handicap and caused many to fall by the wayside.



Peters Carton Forming and Lining Machine

Take your carton as an example. Many are still using old fashioned machines when at a considerable savings they can have Peters Package Forming and Lining Machines which fold more carton shells per minute than any other. At the same time the Peters Closer will give you a rigid and firmer package. Another consideration is that the machine requires no operators, being entirely automatic.

Nationally known firms like Loose-Wiles Biscuit Co., Kraft Cheese Co., Armour & Co., and National Biscuit Co., have recognized the apparent economies in Peters Formers, Liners and Closers. You will, too, as soon as you call in the Peters Engineers.

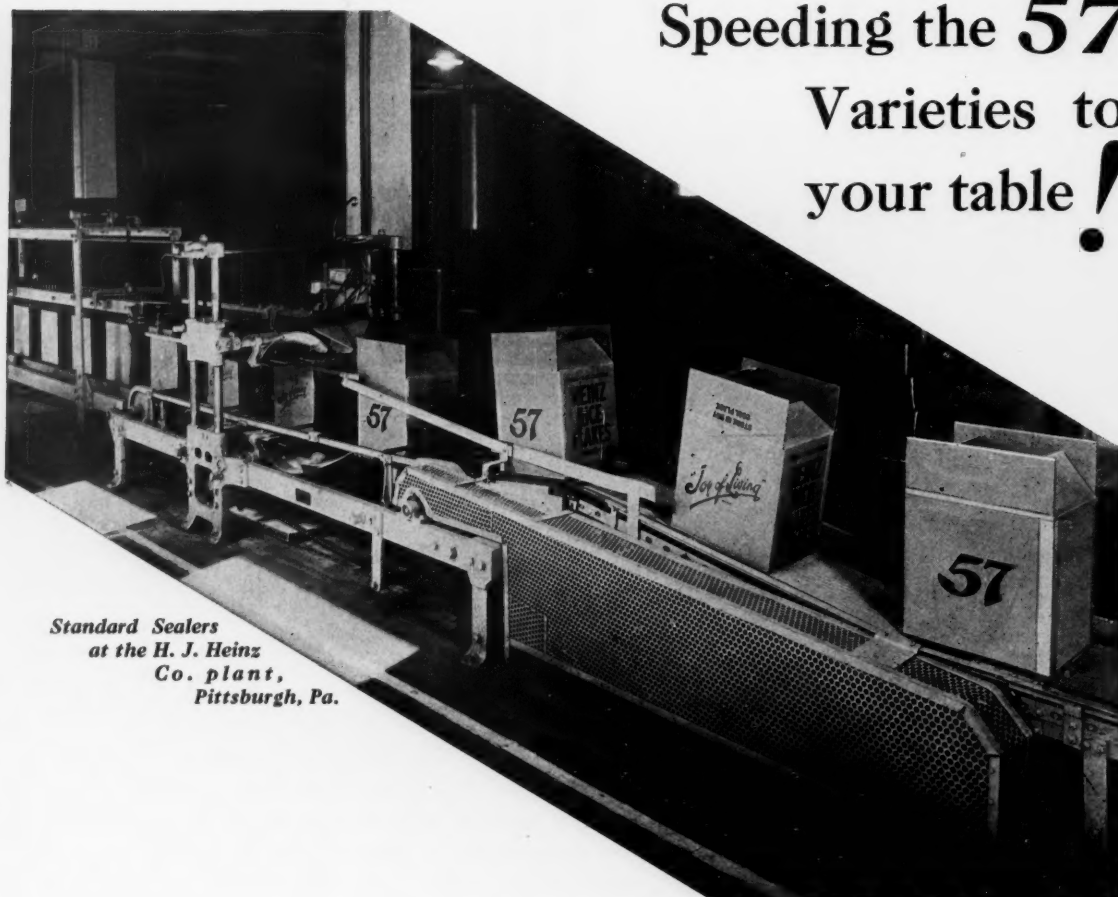


PETERS MACHINERY COMPANY

GENERAL OFFICE AND FACTORY 4700 RAVENSWOOD AVE
CHICAGO, U.S.A



Speeding the **57**
Varieties to
your table!



*Standard Sealers
at the H. J. Heinz
Co. plant,
Pittsburgh, Pa.*

Heinz production calls for speedy and accurate top and bottom sealing . . . what could be more natural than the selection of Standard Sealing Equipment for this important duty?

Investigate Standard Bottom & Top Sealers for yourself and you will learn why Standard Sealing Equipment is **STANDARD** in almost all large plants irrespective of type of product.

Standard

SEALING EQUIPMENT CORPORATION

Rawson Street and Queen's Blvd., LONG ISLAND CITY, N. Y.

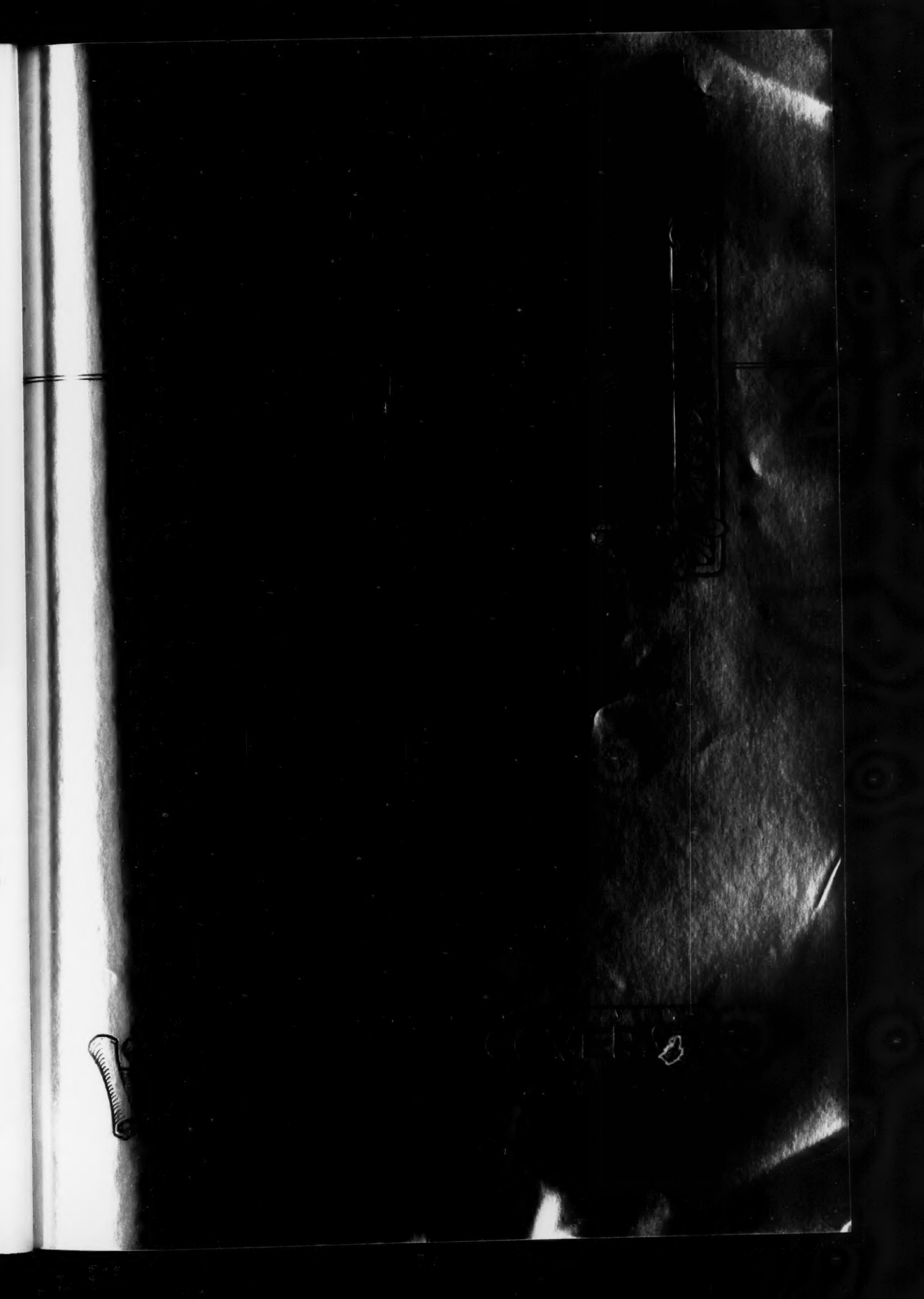
MAILER SEARLES, INC.
135 Fremont St.
San Francisco, Cal.

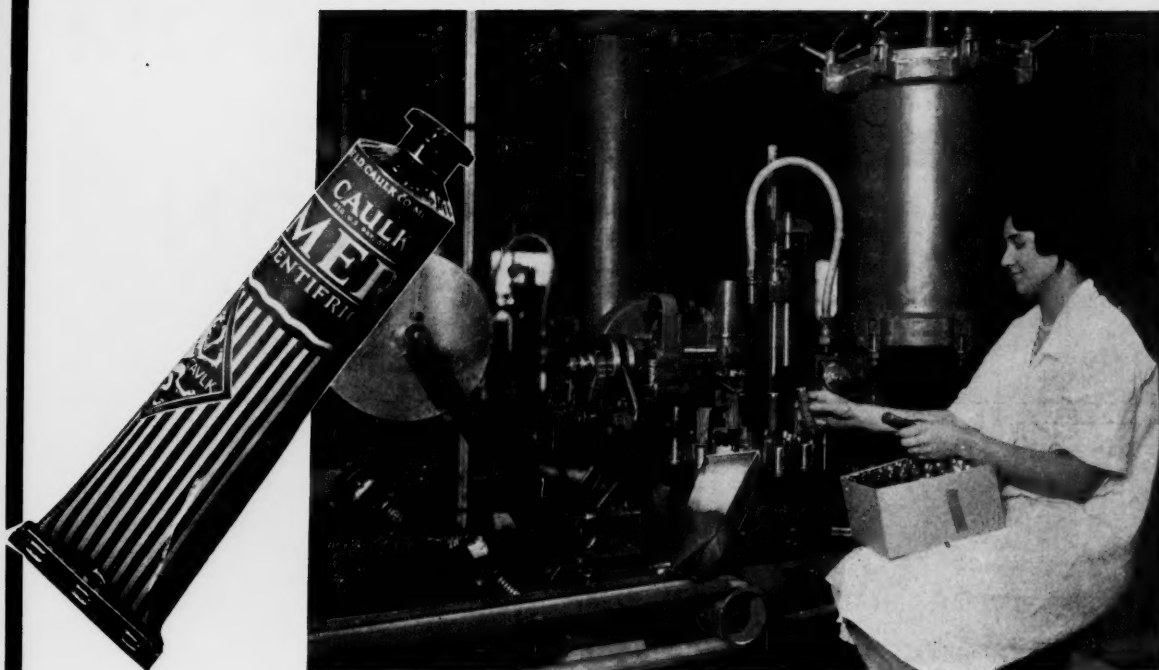
MAILER SEARLES, INC.
909 Western Avenue
Seattle, Wash.

JOHN F.
WILLARD
& SON
335 E. 4th St.
Los Angeles,
Cal.

CHICAGO, ILL.
208 West Washington St.

C. S. duMont
Windsor House
Victoria Street, S.W.1
LONDON, ENGLAND





COLTON TUBE FILLERS

**CHOICE OF
AMERICAN
INDUSTRY**

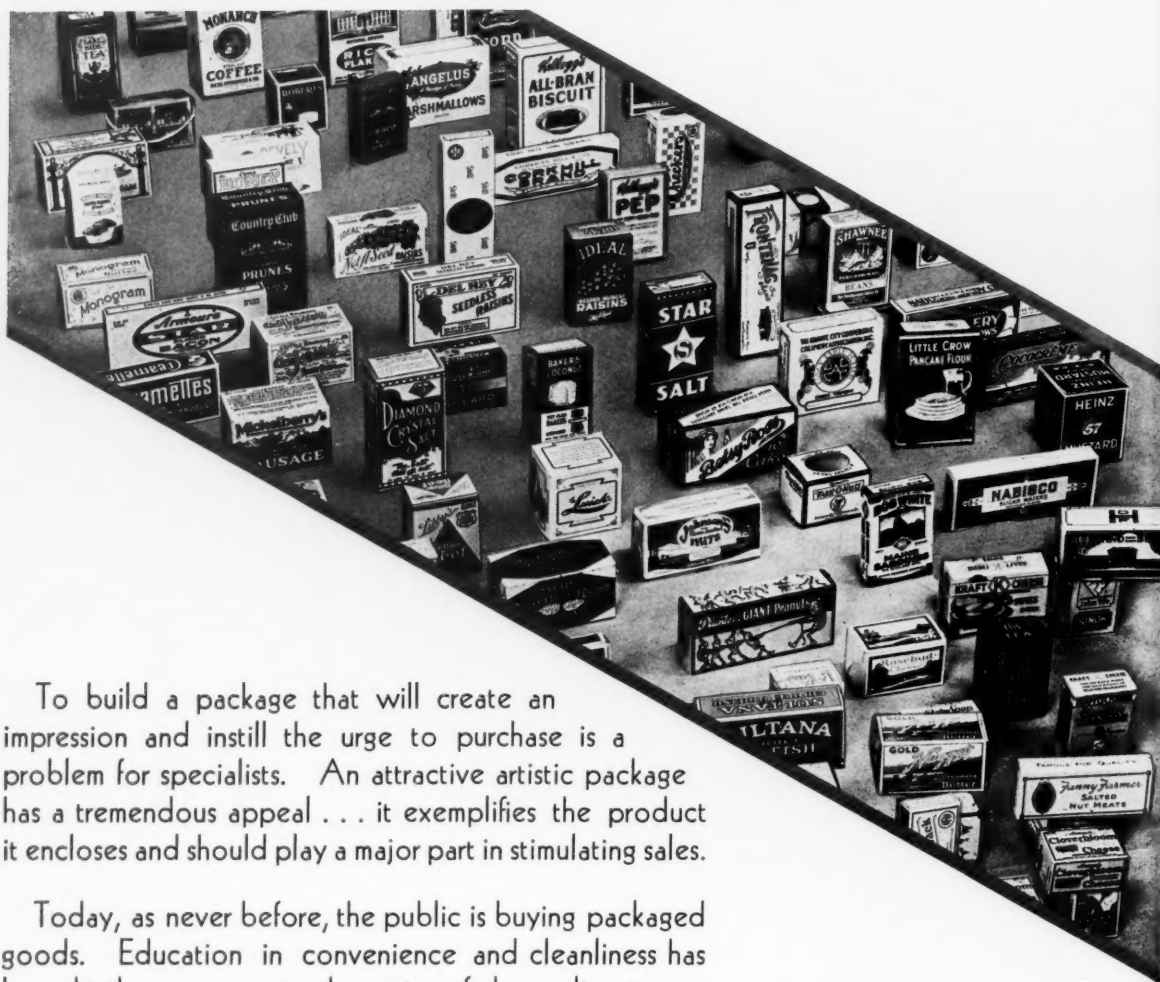
AT the L. D. Caulk plant Colton Tube Fillers are starting a lifetime of service. Twenty years from now . . . and later . . . Colton Tube Fillers will still be in use in the Caulk and dozens of other plants. High speed work that is perfect in every detail, from first fill to final ejection . . . perfect year in and year out . . . such performance explains why Colton Fillers are being used by an ever-increasing number of collapsible tube users . . . and why Colton Fillers are used for a lifetime of service . . . a lifetime built into the machine.

Caulk's Mer Dentifrice is one of the many tooth pastes, cold creams and other products packed in collapsible tubes by Colton Fillers. Your product can be handled as advantageously as all these others. Let us show you how.

Arthur Colton Company
2604 East Jefferson Ave.
Detroit, Mich.



CREATING AN IMPRESSION



To build a package that will create an impression and instill the urge to purchase is a problem for specialists. An attractive artistic package has a tremendous appeal . . . it exemplifies the product it encloses and should play a major part in stimulating sales.

Today, as never before, the public is buying packaged goods. Education in convenience and cleanliness has brought the consumer to the point of demanding it.

Sutherland is especially equipped to design and produce attractive packages . . . distinctive, colorful and unusual. We can give your carton or display container the prominence it deserves.

*Nationally Known
Nationally Used*

SUTHERLAND CARTONS

SUTHERLAND PAPER CO. KALAMAZOO, MICHIGAN

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MODERN PACKAGING

NOVEMBER, 1930

Volume Four
Number Three



E. H. Rehnquist

Bath Sets in Gift Packages

Luxurious bath accessories are the newest additions to the growing list of gift items. Here, indeed, is something unusual, smart and distinctive for the holiday season. The above illustration shows the two gift packages recently introduced by Dorothy Gray. These have been prepared especially for the holiday season and like all the packages used by Dorothy Gray they are delightfully feminine and charming in appeal.

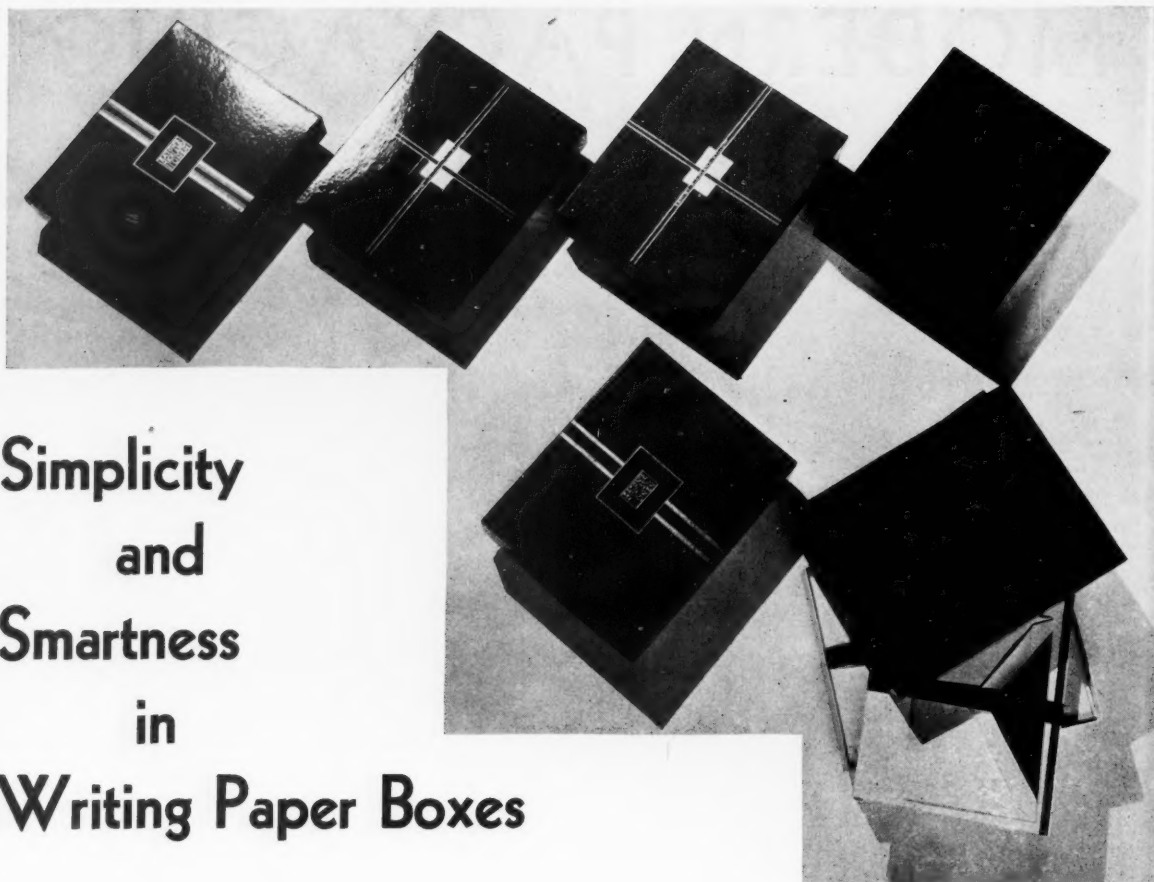
Both boxes are covered in a soft shade of pink velour paper. The name of the set, the trade mark and trade name are delicately printed in silver lettering and the boxes are piped at the edges and lined with a linen weave silver paper.

The box shown at the left contains two familiar Dorothy Gray products—bath oil and eau de Cologne—and two new products—talcum powder and cream soap. The cream soap is contained in a tube decorated

in a delightful pink and carrying the familiar blue and white label. The cap is also in blue and the tube is wrapped in transparent cellulose.

The box shown at the right contains a one-pound glass jar of bath salts which may be obtained in either green (eau de Cologne) or pink (rose). These bath salts are delicately scented and it is claimed that they are economical to use. The familiar yellow and lavender ribboned box of deoderant dusting powder is the second item in this set and the combination forms a most attractive gift set. In packing the various items in the boxes sheets of crepe wadding are used to protect the contents. Individual bottles are completely wrapped and wedged into place with the wadding so as to prevent breakage.

Simplicity and Smartness in Writing Paper Boxes



E. H. Rehnquist

In these days of buyers' markets, the requisites for making more than a ripple on the business world are extremely exacting. To stimulate sales and successfully compete in an over-crowded market, merchandise far beyond the commonplace has to be designed.

In keeping with its policy of constantly making real values possible, a new line of papeteries has been placed on the market by Eaton, Crane & Pike Company which combines so many attractive features that it has been the real sensation of the Fall business.

Starting from a background of its two famous papers, Eaton's Highland Linen and Eaton's Highland Vellum, packages have been manufactured with white, ivory and grey filler which augment the beauty of the paper through the embellishment. The feature that first catches the eye is the use of real flint papers in deep colors for box coverings that attract the consumer to the display of boxes. The use of this cover paper was primarily for its brilliance and beauty, but it holds an added practical feature for the dealer in that it will not soil readily and thereby cuts his spoilage to a minimum.

The covers are decorated with a distinctly different design for each paper. The design work is simple and very smart. By simulating bright borders, it suggests the contents and, through the use of color and metal, it lends an added luster to the flint paper itself.

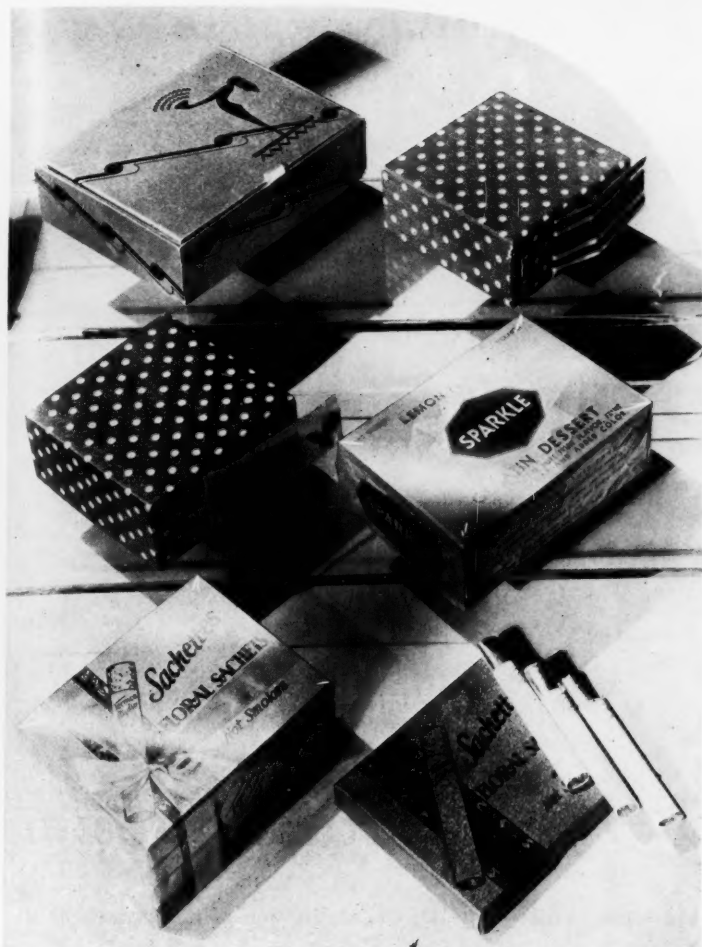
Dignity and smartness, the latter accentuated, perhaps, most through the simplicity of the box, are key-notes of the package. Made in a shallow type of container, it seems to possess a charm that a larger package would not have.

The filler, or paper itself, is made in a size, both correct for pleasant correspondence and attractive to handle. The sheets are bordered with a new type of border, extending in two colors and gold or silver down the right hand edge of the sheet. Made as this is, it possesses a depth of coloring comparable at once to the outside charm of the box colors, and makes both package and contents very harmonious.

The envelopes have also been considered, and they have deep, rich solid color tissue linings placed in them which is a definite part of the whole color ensemble, and in keeping with the mode of the day.

To complete the details of the packaging, paper and envelopes have been banded with flint paper of the same color as the covers and designed with a bordered effect to give harmony even in this small detail of the designing.

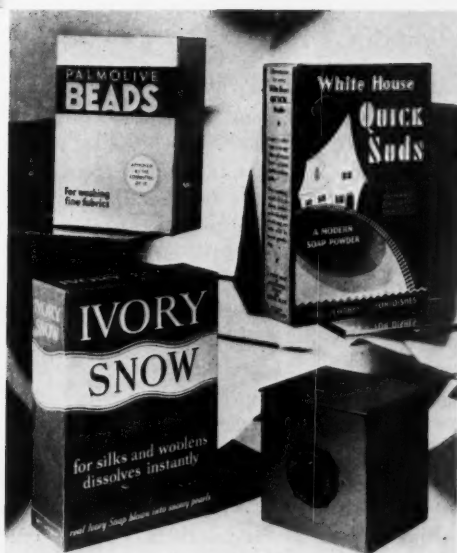
The whole appearance is one of sophisticated smartness in perfect harmony with modern styling and offering exceptional merchandise in this Fall season. These boxes stand out as prestige bearers wherever exhibited and as examples of the true application of art to industry.



Packages in the Spotlight

In the upper photograph beginning from top left a silver and black box used for jewelry by Ostby and Barton Co., two polka-dot paper-covered boxes for paper tying tape used by Amy Drevenstedt; a colored carton wrapped in transparent cellulose for gelatin dessert used by Quaker Maid Co. and paper-covered boxes wrapped in transparent cellulose containing sachets in cigarette form used by Terrace Studios.

At the right the new green package used for Palmolive Beads, the Ivory Snow package developed in blue and white, a green, white and red package for White House Quick Suds and a wooden cigarette box with tooled leather top named C'Lector and sold by C. J. Bates and Son.



Photos by E. H. Rehnquist



E. H. Rehnquist

The Package Follows

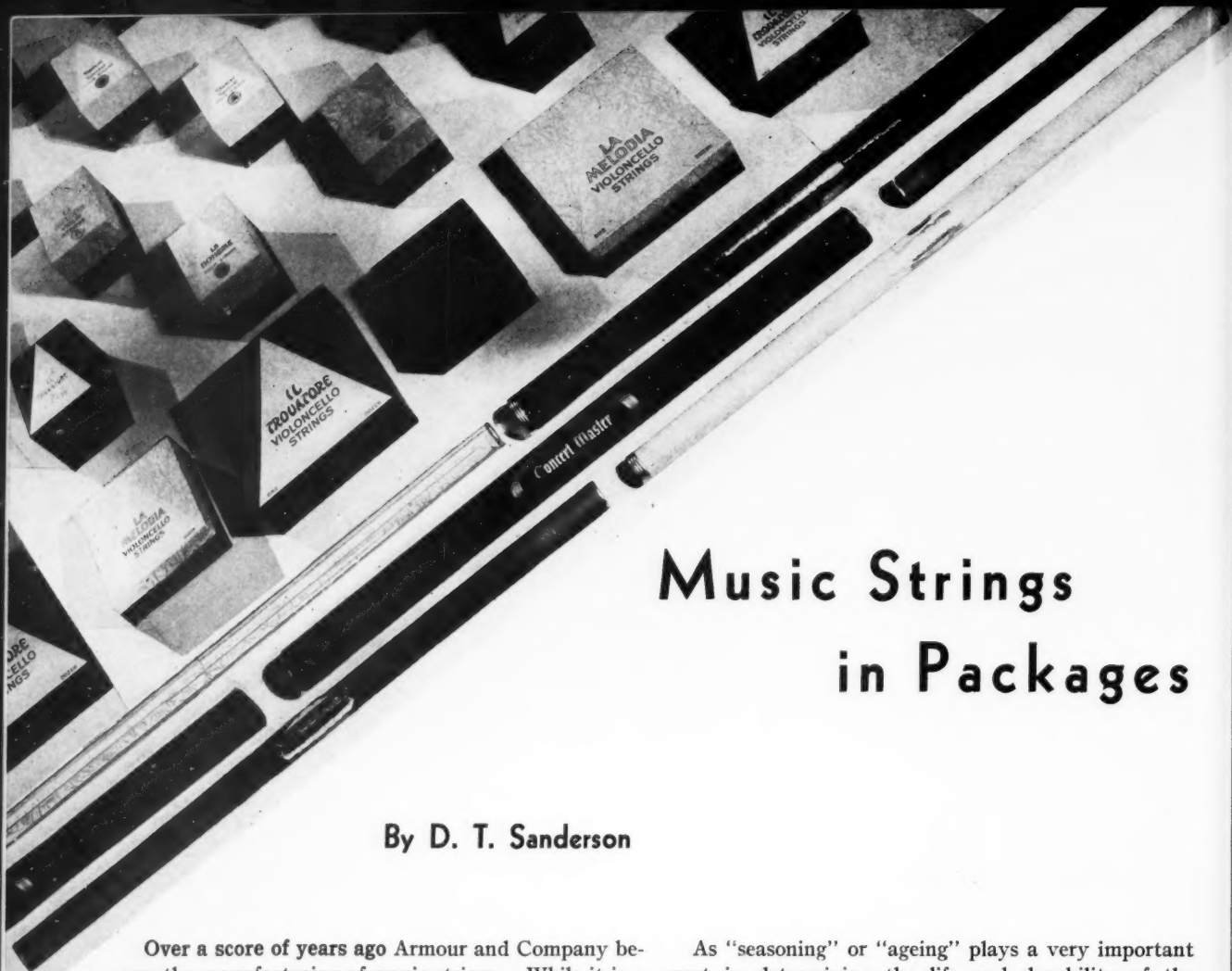
Architectural Design

Sky Taper!—the name itself suggests skyscrapers, the height and grace of which are so symbolic of the modern age; in appearance Monroe fountain pens—tapered at the end—carry the classic loftiness of the skyscraper. In the performance of duty each Monroe Sky Taper pen has the fluent speed characteristic of modern life. In determining the packaging of Monroe Sky Tapers, however, other factors had to be taken into account. The package had to be so attractive that the dealer would want to use it as a display in his store window and in his counter cases. But, at the same time, it was obviously important that the package must not be so dominant in itself that it would submerge the merchandise. The primary purpose, of course, in packaging Monroe fountain pens was to secure containers more in keeping with modern times, packages that would enhance the appeal and the salability of the Sky Tapers design.

So these things were the basis upon which work was started: 1. To secure a package that would be modern in spirit. 2. To have a package that would add selling appeal to the products. The creation of such a package called for the consideration of two fundamentals—design and color. In working out the design, inspiration was found in the skyscraper. The problem was to interpret the spirit of the skyscraper, following its form where such could be done with practicality. The boxing of the individual Munroe pencil-pen shows how successfully this was accom-

plished with a little idealization of the skyscraper silhouette. Looked at from any angle the design which was executed for these immediately suggests height. The package is a long, slender box. Even in the way it opens, the box for the individual Munroe pen has a modern feeling. It does not come apart in the conventional way but stands on end on its well-balanced, specially constructed base, and the top is pulled off with an upward motion of the hand, revealing the bottom and inside of the box which makes a striking display in itself for the product. The walls of this base are built up in layers of graduating height that give the appearance of the set-back effect of a modern skyscraper.

Nestling in the inmost, and of course the tallest, wall is the velvet-covered receptacle into which the Munroe Sky Taper pen fits exactly. Thus the base itself serves a double purpose. It makes an excellent unit for a display. The design on the outside of the box carries out the modern technique by means of a slender pyramid in dashing color. It is effective for display uses, too, for placed alongside the base it gives color, height, and adds interest. Almost needless to say, it has a distinct advantage from the consumer point of view, also. The boxing attracts a prospective purchaser. More, it enhances the desirability of giving the product as a gift. The value of this is immediately (*Continued on page 66*)



Music Strings in Packages

By D. T. Sanderson

Over a score of years ago Armour and Company began the manufacturing of music strings. While it is a far cry from the slaughtering house to the concert stage, there was a good and logical reason for Armour entering this field. It has long been recognized that the important, or primary factor, in the manufacture of good music strings is a reliable source of fresh raw material. Armour and Company, commanding the entire output of "gut" from the world's largest packing plant, were assured of this important requisite.

Today, Armour and Company hold an enviable position in the string industry, not only in this country but in the world. Every year thousands of dollars worth of their music strings are exported to Europe, Asia, Africa, South America and Australia. So widespread is the popularity of Armour's music strings, that one finds them favorites in almost every civilized country.

In order to gain some idea of the enormous amount of raw material necessary to supply the requirements of the Armour String Crafters, it might be well to tell of the quantity of fresh "gut" necessary to produce a single violin string. The average length of the sheep "gut" or intestine received by the string shop is 24 ft. After cleaning, the strands are so fine that ten to twelve half-intestines are required to spin a string 0.040 inches in diameter. Since the average length of four violin strings is 88 inches, the intestines of from two to three sheep are required to make one set of violin strings.

As "seasoning" or "ageing" plays a very important part in determining the life and durability of the finished string, Armour's String Crafters have built the largest "seasoning" rooms in the world. These rooms can accommodate over one million feet of string at a time, or enough to string 156,363 violins. Strings are seasoned in these rooms from six to twelve months.

Realizing that successful merchandising of any product depends to a great extent, on the attractiveness or "eye appeal" of the package in which it is sold, it was decided to modernize Armour's music string packages. Over one year was spent in the designing and testing of the present line of String Crafters packages. The utmost care was exercised in designing them as they must serve not only as a merchandising container but also as a container in which the product could be kept without deterioration. It was necessary to construct these packages of a board that had been specially treated, as "gut" strings are very susceptible to moisture.

In developing the new line of packages a study was made of the old line. During this work it developed that some of these packages had been designed as far back as fifteen years ago and were therefore not the type of container in which to successfully merchandise a product under present highly competitive conditions. We also discovered that the cartons were very expensive on account of the design (Concluded on page 64)



Two Groups of Unusual Packages

It is indeed unfortunate that it is impossible to reproduce the set of boxes shown in the above illustrations in color, for it is the delightful and unusual use of colors that makes these boxes outstanding examples of good packaging. The three boxes shown—a shoe box (center), hosiery box (left) and purse box (right)—are used by Alfred J. Ruby, Inc., of Chicago, Ill.

Brilliant pastel shades are used in the designs, the dominating colors being a bright blue, a soft buff and a leaf green. The name of the company is in white lettering. Although the design motif varies both in line and the arrangement of colors there is sufficient similarity to establish a strong family resemblance. In addition, the variation of the design aids in distinguishing the type of merchandise contained.

These designs were developed by A. J. Ruby and the art director of the E. E. Fairchild Corp., lithographers and box makers of Rochester, N. Y.

Everyone who has seen the beautiful appointments of Mr. Ruby's ten-odd stores in the Chicago territory, appreciates that the directing head of this chain is indeed an art connoisseur.

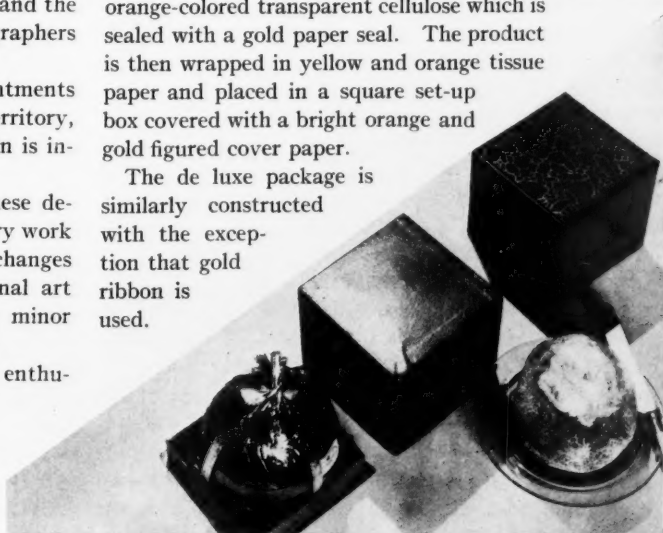
The interesting part in the developing of these designs with Mr. Ruby, is that all of the preliminary work done in rough miniatures and all the necessary changes in design and colors were made before the final art work was started. Consequently, only very minor changes were necessary in the finished sketches.

The fact that the Ruby organization is so enthusiastic over these designs is explained when these boxes have been displayed to other members of the shoe trade, as the enthusiastic comments of all who have seen them, have conclusively proved the worth of the design and the quality of the boxmaking.

The illustration below shows an unusual product in attractive gift packages. This product consists of the whole rind of a grapefruit which has been candied and filled with a marmalade composed of lemons, oranges and grapefruit combined with sugar. It is called the Kandy Kan and manufactured by the Continental Fruit Products Corporation of Frostproof, Fla. The contents of the Kandy Kan may be scooped out and the rind sliced and served separately or the Kandy Kan may be sliced and served as a combination of marmalade and candied grapefruit.

Two styles of packages are shown. The first is a gift package (right, below) and consists of a wrapping of orange-colored transparent cellulose which is sealed with a gold paper seal. The product is then wrapped in yellow and orange tissue paper and placed in a square set-up box covered with a bright orange and gold figured cover paper.

The de luxe package is similarly constructed with the exception that gold ribbon is used.



Packages, Courtesy of the Gift and Art Bureau

Photos by E. H. Rehnquist

Editorially Speaking

Overproduction and Packages

We have come to expect with each election year a veritable blast of charges from the differing political parties. All of the sins of governmental omissions are laid at the door of the administration, its shortcomings receive the blazing glare of publicity, while those who hope for a continuation in office are bending every effort to prove their fitness. So that, particularly now, an always gullible public is receiving an intensified view of the economic condition of business. Without doubt the latter presents a problem and one which will not be met without serious study, clear thinking and planned execution. Perhaps it is that certain exaggerations accomplish a purpose in that the realization for corrective action is made more acute, and therefore the necessary measures may be taken before conditions get further out of hand.

Admittedly most of the industries in this country are suffering a depression and, be as optimistic as we may concerning our own line of endeavor, we are compelled to recognize that any business is seldom independent of its relations to other businesses. The progress of a given business must be proportional, greater or less, to those from which it draws its supplies of raw and finished materials as well as those which perform the functions of distribution and sales.

This depression has been variously attributed to a scarcity in the gold supply, mechanized industry, mass production, stock market manipulations, the aftermath of the war and so on. Whether we accept one or the other as the major cause of this dilemma is immaterial; the fact remains that through a combination of these causes, as well as others, we are in the midst of an era of overproduction. As a nation we produce more than can be consumed, and the result is that disastrous competition, wasteful selling effort and unemployment are created. Overproduction, says Stuart Chase in the November issue of *Harper's*, "is a double-edged sword, striking the worker through unemployment, the business man and the farmer through overhead costs, and so cutting its way through every social class."

It was not so long ago that business men, plant operators, engineers and the rank and file of industry in general became steeped with the idea of eliminating waste. Efficiency was the order of the day—the sources of waste, uneconomic practices, must be plugged. And the campaign, if it can be regarded as such, was successful in that it accomplished its purpose. But the energy was directed mainly toward production, with little thought of distribution or the ability of the public to absorb that which was pro-

duced. The old law of supply and demand was forgotten while manufacturers indulged in the cutting of production costs and increasing capacities at their plants.

Out of this, the most logical way to bring about a normal and prosperous business condition seems to lie in the direction of planned production. As Mr. Chase says—and his opinion is shared by many others—"We have got to scrap a large fraction of *laissez faire* and deliberately orient productive capacity to consumption needs." To us such a plan is wisely putting the horse before the cart; production and sales can then proceed in an orderly, efficient and normal fashion.

There may be question as to how far a manufacturer can go in the determination of the requirements or demands for his products so that he can thereby estimate the output of his plant. But this has been done successfully and today constitutes one of the most logical arguments for industrial advertising. A determination of the markets in which a given product can be sold, the extent which purchases may be made in each and the selling methods that can be employed form a plan that can be used as the basis of a sales campaign and be logically interpreted into required production figures. The distribution of so-called consumer products offers more complexity so that it is not always possible to apply the same method of market determination, but even in such instances potential sales offer a basis of calculating output so that overproduction can be held to a minimum.

We might ask, what has all this to do with packages and packaging? Simply this: that the package has become one of the vital forces in the distribution and sales of merchandise. We have seen, in a comparatively short space of time, an increasing use of packages that supersedes anything that has been applied to the movement of goods from the producer to the consumer. Industry after industry has adopted packages; not one type of package but many. So that today we have not only a competition of packages in a given group but also in ordinarily non-competitive industries—packages vie with each other to sell dissimilar products.

Improved equipment for performing packaging operations have developed high speed production, progress in the art of processing has made available a greater number of packaging materials and supplies, and from this standpoint it might be logically asked, are packages being overproduced and to what extent is the package a factor in this element of overproduction?

While unquestionably the production of packaged goods has increased, the additional volume of the

products contained therein has not been added to proportionately, for among most of the groups which have adopted packages the tendency has been toward the smaller units. The smaller unit, because of its convenience, has been more acceptable, in the main, to the consumer—hence its adoption by the manufacturer. There is the danger that packaged goods, as with any products, may be produced in excess of the market saturation point but we believe that this is less apt to occur because of the recognition of the several functions which the package performs and a greater need, when a package is used, for planned production.

Recognition of Package Designers

We were particularly interested in a recent article, "The Emerging Designer," by Richard F. Bach, which appeared in the *Bulletin of the Metropolitan Museum of Art*. While the reference therein is applied to all forms of industrial art we feel that it bears especially upon the design of packages, for in this field of endeavor lies unlimited possibilities in that packages are used, seen and creating attention everywhere—we might say they enjoy mass as well as selective circulation.

In this article is sketched out in chronological order the development of the recognition of the designer. Paralleling this with the experience of those who have specialized in package design, it is obvious that while package purchasers, realizing consciously or unconsciously the merchandising value therein, have given increasing attention to the appearance and design of containers, the designer himself has remained anonymous. To quote Mr. Bach, "The designs so produced were, quite naturally, those that had already shown themselves thoroughly salable. Nothing simpler; the public was used to them and now they could be offered at unheard-of reductions in cost. With the same raw materials the same machinery and the same historic designs available to every manufacturer, it became obvious that competition depended upon conditions which at first had little to do with design—namely, quick delivery of finished goods, low price and the quantity or gaudiness that a low level of prevailing public taste considered its 'money's worth.'"

From this stage, designs reached the so-called "style cycle" which is still, to a considerable extent, the rule, although perhaps more susceptible to imitation than other periods and not conducive to outstanding recognition of the individual designer.

With the growing appreciation of industrial art, supplemented by the urge for individual and distinctive design, it is but natural that the creators of such designs should receive recognition. So, as stated by Mr. Bach, "the designer steps forth as a personality, and the manufacturer, his employer, is gradually becoming convinced that a good designer is more than a working

asset—an item of good will in the firm's relationship toward the consuming public; furthermore, competition soon demonstrates that such an asset is negotiable. In fact, it is now the accepted practice for manufacturers to employ well-known artists, some of whom receive royalties on sales in addition to a fixed price for designs purchased; and a number of firms employ advisers in design as one might employ a physician to assure health rather than to cure illness."

Packaging—for Complete Meals

While the suggestion of including food products within the confines of a single package assembly is not entirely new, the idea is receiving more serious attention and consideration. Already we have the group packaging of some foods, toilet preparations and other merchandise but this has been limited as to the number of items included. Now we learn that a suggestion for complete meals in packages has been made by Gordon C. Corbaley, president of the American Institute of Food Distribution.

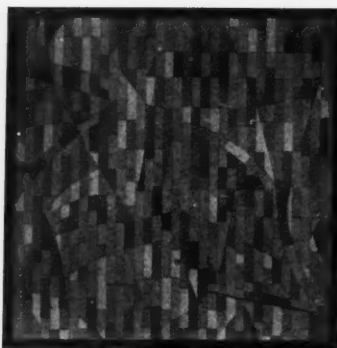
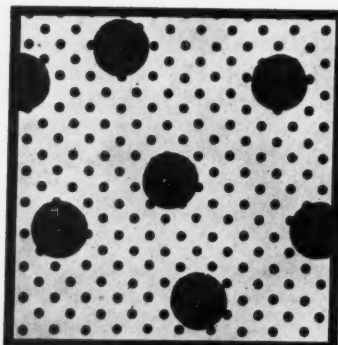
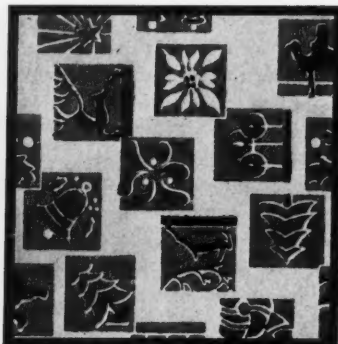
Mr. Corbaley stated that eventually the bulk of items on the American table would be prepared at central factories while only the "special" dishes would be prepared by the housewife. "The other foods," said Mr. Corbaley, "those to be eaten raw and those like meats, fish and green peas, which cannot be cooked in advance without materially changing the flavor, also will be prepared in central kitchens but will be preserved by the use of refrigeration and will be offered in packages ready for the home. This is the field now being pioneered by the so-called sharp frozen products and ready cuts."

Carrying this suggestion further we venture to predict that the day is not far distant when it will be possible to obtain a selection of single packages, each containing a complete quota of packaged foods, for breakfast, lunch or dinner. Such a plan is subject to the handicap of individual tastes but barring the fastidiousness or precociousness attributed to certain eaters it should be possible to make a selection of standard meals that would be suitable to the majority.

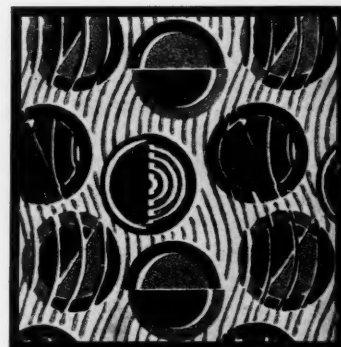
How convenient, then, to telephone the neighboring grocery store, delicatessen or market, order our food by number and be certain that we would receive a complete meal, from soup to nuts, in a branded package!

K. A. Gharsham.

Novelty Is the Keynote of the New Decorative Papers



- 1 A large pattern in bright colors and metallic effects. By Marvellum Co.
- 2 Symbols of the holiday season in green, gold and black. By Marvellum Co.
- 3 Coin dots and pin dots in color on a contrasting background. By Hampden Glazed Paper and Card Co.
- 4 Geometric all-over design in shades of blue. By C. R. Whiting Co., Inc.
- 5 Red, black, green and gold design on a buff background. By Marvellum Co.



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GET THIS BOOK!



1. SALES INFLUENCE

2. CONVENIENCE

3. PROTECTION

4. ECONOMY

it demonstrates the

4-FOLD ADVANTAGE

of proper packaging

Proper Packaging has a 4-Fold Advantage

H & D Package Engineers are ready to help you benefit by the economies to be effected by a replan of your shipping boxes. They have the experience of the world's largest packaging organization to draw upon.



RIGHTLY designed, your package will meet four definite requirements. It will give *complete protection* to your product in shipping or storage—it will be *convenient to handle* in packing or unpacking—it will be *low in cost*—it will make a *favorable, sales-inducing impression* on your customers.

H & D corrugated fibre shipping boxes have this four-fold advantage. They are scientifically designed and built by the world's largest packaging organization, with years of experience in solving the packing problems of shippers in all lines of business.

"How to Pack It," the latest booklet issued by the H & D Package Engineers, will give you some interesting information on packaging your product. Mail the coupon below and a copy will be sent without charge.

THE HINDE & DAUCH PAPER COMPANY
323 DECATUR STREET SANDUSKY, OHIO

Western Address:

KANSAS CITY FIBRE BOX CO.
PACKERS STATION KANSAS CITY, KANSAS

Canadian Address:

KING STREET SUBWAY AND HANNA AVE. TORONTO

HINDE & DAUCH

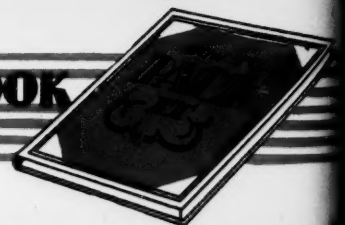
corrugated
fibre

SHIPPING BOXES

THE HINDE & DAUCH PAPER CO.
323 Decatur Street -1- Sandusky, Ohio
Please send me a copy of "How to Pack It."

Signature..... We Pack.....
Company Name.....
Address.....
City..... State.....

GET THIS BOOK



← SEND THIS COUPON

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Will the New Wraps and Containers Revolutionize Packaging?

By WALDON FAWCETT

According to one school of thought, we are always on the brink of a revolution in packaging mediums and packaging practice. That is to say, new inventions and fresh discoveries in the packaging field follow one another in succession so quickly and continuously that the shake-up is perpetual. Accordingly, users who are accustomed to being fed on a steady diet of packaging sensations refuse to become in the least degree excited by the question at the head of this article.

Granting a certain sympathy for the attitude of the unimpressibles, it may be argued that the present interval is a bit unusual in its jolts to packaging traditions. Never before, certainly, have so many radical departures from established packaging habits been projected at one time. Every class of containers and every method of wrapping, parcelling, closing, and sealing commodity units are embraced within the current, many-sided quest for improvement in economy or efficiency. Furthermore, most of the innovations which have just arrived, or are just over the horizon, strike to the roots of the very fundamentals of packaging. Viewing them as a medley of novelties and sensing the diverse influences they will call into play, it is impossible to doubt that the latter-day contributions of Yankee inventive genius and American adaptability are destined to create a new era in packaging.

Any number of constructive objectives have lured package engineers and others who have been blazing new trails. In the main, though, the quest for betterment has been inspired by one or more of three main ambitions. First, there is the desire to improve the structure of the package in the direction of providing better protection for the contents; second, there is the incentive to modify containers toward the obtaining of additional economies in handling, storage and transportation, without, of course, lessening the protection to contents, and third, stands the urge to package rearrangements that will, in one way or another, expand or emphasize the advertising capabilities and self-sale potentialities of the individual package.

With so many goals in sight at one and the same time, is it any wonder that we have the spirit of unrest in package manufacture which is bringing a succession of surprises?

Assumption that these three leads are the underlying motives for package revolution does not ignore the suasion that has been added by contemporary trends in package marketing. For example, the call of retailers (particularly in the food field) for 10-cent packages has brought a new generation of small containers embodying certain unusual features. As has been pointed out in an earlier number of MODERN PACKAGING, the rise of automatic merchandising has made demand for packages suitable for dispensation by coin-operated vending machines. So, too, the development of air transport has brought its reactions in packaging.

Of all these contributory forces for revolution, none, however, has struck so sensationally as the craze for color. With the rainbow translated into every class of merchandise from mechanical pencils to plumbing fixtures it was no more than logical that the cry should be raised for color and yet more color in packaging. As was related in MODERN PACKAGING,¹ the distinctively American touch in the introduction in the United States of seamless, moulded pulp containers will be found in the addition of color-impregnated models. That concession to color but keeps step with the blush that has lately appeared on many of the popular brands of transparent wrapping media.

In point of violence to staid convention, however, there is probably nothing to compare with the advances indicated by the new color processes perfected by the Container Corporation of America and other interests which are responsible for the corrugated shipping containers in colors that have lately burst upon a jaded populace. Aside from what these vivid shipping

¹ See page 46, September, 1930, issue.

cases will do to relieve the monotony of life as witnessed in freight yards, on shipping platforms, etc., the introduction of color brings closer to realization the dream of a combination shipping case and display container.

Up to this time, shipping boxes in color were obtainable only at costs which were all but prohibitive to the average shipper. By the new dispensation, color can be applied on orders for one carload or more at only a slight increase in cost, thanks to the production of colored liners such as "Myracol." Even the tape is in a color to match the color of the box, thus completing the picture. Aside from the superior attention-arresting quality of a box in color there is the incalculable advertising advantage that it permits the dressing of shipping cases in colors exactly matching the pictorial representations of the package displayed on billboards, street car cards, magazine inserts, etc.

Advertising execution, or conservation of package display value is the objective of a no less radical departure from precedent in a distant quarter of the packaging field. At first glance it might appear a far cry from colored shipping cases to the new carton sealing paper applied to the outside of a carton by use of the photo-electric cell. In reality, both adventures have been animated by kindred ambitions to increase the shelf value and advertising pull of the package. The new recipe for packaging foods and other commodities in cartons may go far to establish more harmonious relations between the production departments of manufacturing plants on the one hand and the advertising and sales departments of the self-same plants on the other hand.

The magic for this particular revolution in packaging is supplied by the photo-electric cell, which is operated by a small printed spot placed on the printed waxed

Package traditions have received a jolt in that today manufacturers who seek protection, convenience and appeal in their package assembly and operations can draw from a fast increasing list of new materials and methods. A few of the recent additions to available materials are reviewed in this article, together with predictions of those that may be expected.

paper in register with the design and spaced at regular intervals. In operation a concentrated beam of light shines through the waxed paper on to one of these photo-electric cells and as the paper moves along these printed spots cast shadows on the cell causing it to send forth electrical impulses which are amplified to operate power relays. These regularly recurring electrical impulses made by the spots on the paper serve as a means of registering or gearing the paper to the machine as it is unwound and cut into sheets for delivery for carton wrapping.

A spectator at the H. J. Heinz' plant,² where three units are showing a wrapping speed of 72 packages per minute, watching the above-mentioned control in action, will notice the final amplifying tube flashing at regular intervals and will note that after every few packages have been wrapped either one of two relays will close and the control hand of the variable transmission will move from its neutral position either to the right or to the left and return to its original position. In addition, a set of signal lights in front of the operator shows that a correction is taking place and in which direction. While this correction is taking place the paper is either speeded up or slowed down slightly depending on whether the knife is cutting the paper ahead of or behind the point set. The apparatus works steadily keeping the cut within one-sixteenth of an inch of the correct line of cut. The control is capable of operation at any wrapping machine speed. And always there is the assurance that the necessities of correct wrapping will be served by sheets of paper which show conformity to standard length when measured.

While our gaze is fixed upon new-fangled wraps as contributors to the evolution of packaging we must have a look at the successful efforts recently made to capture new qualities in this medium without sacrifice of the all-important transparency. Impressive examples are the transparent papers into which have been incorporated in manufacture nettings of various types with meshes ranging from approximately one-quarter inch square down to a very fine grade of marquisettes. The special net materials, in rolls 34 in. wide, are available in white and six standard colors and the manufacturers are now employing their patented treatments on various grades of sheetings, rayons, silks and other materials which promise to introduce a new note of luxury and elegance in packaging.

While the fusion of paper and fabric is producing a new dynasty of de luxe packagings, the primary purpose of the departure is purely utilitarian. The main object has been to meet the need for transparent, greaseproof, dust-proof wrapping material which will not split nor crack and which will stand considerable abuse in handling and distribution. While the new papers are being used extensively for food items, such as nuts, glace fruits, teas, coffees, etc., the most sensational employment of the unique medium is for wrapping heavy or bulky items such as blankets, hardware, rugs, etc. This species of transparent wrap may be moisture-proofed when it is desired to preserve the moisture content of the wrapped item or to maintain the dryness of a food product such as crisp crackers or cookies.

A new generation of closures is playing no small part in the packaging revolution that is upon us. Advances in the art of lithography on metal, unfolding

²See MODERN PACKAGING, October, 1930, p. 60.

new advertising resources in metal caps and crowns, are part of the story of progress in this quarter. A larger part is played by recent technical achievements. Especially does this apply to liners. For example, there is the new-found liner of special composition that lasts as long as the cap, conforms to unevenness in the lip of a jar, and seals hermetically under the hot or cold vacuum process.

Ranking high for sheer novelty is the device invoked by manufacturers of continuous thread screw caps which deposits a transparent film, making a tight seal across the top of the container. The film, which varies according to the product to be sealed, is furnished as a secondary liner in a standard cap and is applied by means of the ordinary standard automatic capping machine. As is indicated by its adoption by several of the largest firms in the pharmaceutical field, this novelty is primarily intended for automatic large scale production. It is manipulated by an automatic applicating device which in no way retards the regular production. The essence of this closure is that it provides a double seal or dual protection, it being necessary for a consumer to tear off or rupture the film in order to reach the contents of the covered container. Use of a fine grade of composition cork is relied upon to insure a tight reseal after the film has been broken.

Mention of cork brings to mind the fact that the old standby is enjoying a new lease of life—taking a fresh fling—in the packaging revolution. Take, for illustration, the new cork closures. Firms that have for twenty years been manufacturing composition cork using a binder of an albuminous nature rendered insoluble by chemical action, have suddenly turned a new leaf. Some of these manufacturers, stung by the criticism that the old albuminous binders, although insoluble, will absorb liquids, have been busy for five years past in experimental laboratory research seeking a substitute that, damp or dry, would defy the development of bacteria and vegetable moulds.

Within the year, the new candidates have commenced to appear. The material is carefully screened cork particles combined with a synthetic resin with sufficient plastic material to promote resiliency and elasticity at all times. The resultant product is one that is claimed to be proof against liquid absorption. In short, when in contact with any product not actually destructive to the cork itself a condition of full stability is promised. The gist of the gain by the above-mentioned innovation is that it places composition cork more nearly on a par, than it has ever been before, with natural cork, which latter has been denied to many packagers by its price.

A muster of the forces of the packaging revolution would be incomplete without at least passing reference to the surprises which have lately been sprung by moulded plastics, expressed not alone in closures but in complete containers such as safety razor boxes, candy

boxes, etc. For those who have heard whisperings of what is afoot, probably the subject of greatest curiosity in the entire range of current experimentation is the "mystery package" which is enlisting the cooperation of the Macolite Container Corporation, the American Can Company, and the Eastman Kodak Company.

The sensation that is promised for tomorrow, or the day after, is a transparent cellulose container which, it is predicted, will bring new fashions in the packaging of food products. The cellulose compound which the Eastman Company is furnishing is claimed to have the transparency of glass and the strength of metal with less weight than either. The research division of the American Can Company has been carrying on the exhaustive experiments which are necessary to check the results of so radical a departure and W. J. Foley of the research staff says that it will be some time before it will be possible to draw definite conclusions as to the results. The cellulose "can," when it comes, will seek fields of usefulness apart from those already occupied by cellulose wrappers.

Report on Simplification and Standardization

The committee on the simplification and standardization of supplies appointed by the National Retail Dry Goods Association recently held a three-day session at the Department of Commerce to study the final report of wrapping and packing methods and supplies used in department stores. The supplies include set-up, corrugated and folding boxes, die cut and serrated bags, tissue, wrapping paper, tape, twine, etc. This report was prepared by the Division of Simplified Practice of the Bureau of Standards at the request of the association. The department stores of the United States buy annually wrapping and packing supplies valued at more than \$25,000,000. The committee hopes eventually to develop specific recommendations for use by department stores, covering methods of wrapping and packing merchandise, together with lists of sizes and types of supplies which will produce the most efficient and economical results. While it is expected that some definite recommendations can be presented to the February convention of the N. R. D. G. A., the preliminary study of the report leads the committee to believe that all phases of the subject will not be exhaustively covered for some time to come. In arriving at its final recommendations, the committee necessarily will give consideration to the production problems involved as well as the great variety of practice encountered within the stores. The report which the committee is studying represents a field study made by representatives of the Division of Simplified Practice and covers the operations of thirty-four department and specialty stores scattered over the entire United States.

Copies of the report may be obtained from the Division of Simplified Practice, Bureau of Standards, Department of Commerce, Washington, D. C.

The Package Maintains Quality*

By BETTY STEWART

Crackers have become a great American habit—so much so that in many restaurants the old practice of placing a large napkin-wrapped plate of them on the table has been abandoned. Now they are apportioned individually with the soup and cocktail courses.

"Putting crackers on a dinner table is like throwing them down a well," some restaurateurs complain. "The guests nibble and munch, nibble and munch. Pfft—and the crackers are all gone before the meal's begun."

There's a curious thing about these delicacies. They are one of the few foods that don't inspire an experienced housewife to remark, "Pooh—no trick to this. I could do it myself."

It's only discreet that an amateur should refrain from such boasts. For the baking of crackers, ginger snaps, marshmallow puffs and similar cookies and biscuits is no simple process. It can be done only under conditions which could not be duplicated in the most luxurious private kitchen.

And so it is that everything seems strange and new inside the large Seattle factory of the Tru-Blu Biscuit Company at Yale Avenue and Aloha Street, Seattle, Wash. Were it not for Manager E. H. Hatch's thoughtfulness in appointing Rudolph Haag, office superintendent and purchasing agent, as guide the visiting party would have been quite at a loss to know what was going on.

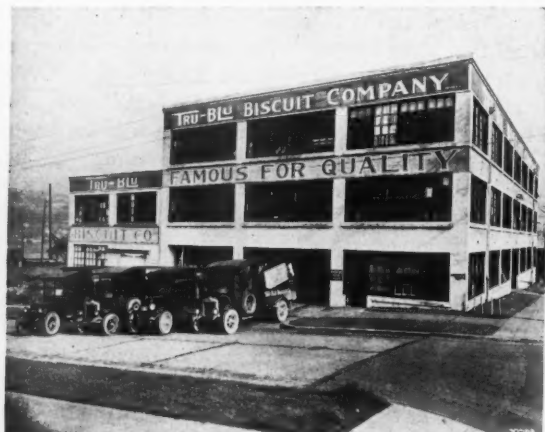
"Let's take a look at the crackers first of all," said

*This story appeared originally in the *Seattle Sunday Times* of April 13, 1930, and is reprinted with permission.

Mr. Haag, leading the way to a corner on the first floor where huge wooden troughs were filled with dough and covered with muslin. "This is sponge for our Tru-Bake crackers. It's made in the mixer yonder with yeast, flour, a little salt, milk and water. For eighteen hours it will be left in the sponge room to 'dough up.' Then it is brought out, returned to the mixer for more flour, salt, liquid soda and lard. The ingredients vary considerably with the type of cracker being made. For the Alaska trade we must make pilot bread. It is without shortening so it will keep through the winter."

"Our Long Branch wafers and Tru-Bakes, because they have more shortening, are the finest brands. They are narrow to 'fit the bite,' an improvement we're very proud of. Remember what a lapful of crumbs you used to get with every bit of cracker? That was simply because they were too wide. You don't make any crumbs with these slenderized crackers."

After being mixed the dough is fed into a hopper, run through rollers and emerges like a thin, white blanket on a conveying belt. Then a most surprising variety of processes occurs within the space of a few feet. As the white layer rolls along toward a torrid immersion in the ovens, it is sprinkled with flour to keep it from sticking. A few inches farther along the excess flour is whisked off with a revolving brush. Then a stamper plunges down at the rate of 110 strokes a minute marking



The Seattle factory of Tru-Blu Biscuit Co.



Cracker cartons are automatically wrapped in waxed paper

off twenty-four crackers at a time. A shower of salt is the last contribution. All this, mind you, being done by perfectly timed devices operating over the constantly moving conveying belt.

At the brink of the oven stand six bakers, white-aproned and armed with wooden "snow shovels." Two "peel in"—the technical name for getting a sheet of dough on a metal tin and thence into the twelve-reel oven. (The oven's worth a story in itself—it is built exactly like a water wheel with shelves for crackers instead of troughs for water.) Two others "peel out," handing the crisp cracker sheets to the third pair, who break them into strips and set them on another sort of conveying belt headed for the packers.

The second conveyor belt of which we spoke is full of holes. It runs along on top of a metal cabinet filled with cool air. This moving runway extends the length of the huge factory room and for half the distance the crackers aren't disturbed at all. They are being cooled so they'll do no steaming after being packaged.

The white-uniformed girls who do the packing are instructed to let no grass grow under their feet. It's speed, speed and more speed that makes a cracker crisp and keeps it that way, Mr. Haag observed.

There is waxed paper inside the paper cartons, and even the sealed cardboard packages are run through a machine that is one of the "darlings" of the plant. It wraps every filled paper carton in air-tight waxed paper.

"Housewives should keep the outside waxed paper around their crackers—just look at the trouble we go to so they will be fresh and crisp. That's wasted effort if the purchaser allows them to stand around, open and exposed to damp air.

"Another trick is putting crackers into the oven for just a minute before serving them. It restores their original crispness immediately."

Tru-Blu Milk and Honey Grahams are made in almost the same manner and with the same equipment. Some days the whole output will be Tru-Bakes. Another time the morning will be spent on grahams, the afternoon on Long Branch crackers—the richest variety of all, longer and slimmer than the rest. This is all made perfectly clear to the employees with a schedule posted on the wall.

It's no exaggeration to say the processes of cookie making as seen in the third-floor factory room are fascinating. Not to mention tantalizing! One discovers at first glance a huge copper kettle filled with creamy melted chocolate—enough to make a million candy bars, surely. And here is an over-size dishpan heaped high with peach-colored marshmallow. Into it girls drop white-topped cookies, douse them around till they're big as baseballs, roll them in coconut and lo!—coconut marshmallow puffs!

Up here is the little brother of the cracker-conveying belt. It is divided into squares like an egg box and into each one is put a little flat "base cookie." As these pass under a hopper with six little nozzles, a mound of

marshmallow is deposited on each one. Think how perfectly it must be timed for each tiny cookie—not larger than a silver dollar—to get exactly enough and not one bit too much marshmallow atop it!

The cookie trail then leads through a refrigerated box where the white stuff sets. Then out into the open again—all the time on the belt—where it is simply drenched with melted chocolate—the same chocolate noticed in the copper kettle, pumped up by some suction method that could only be explained to and by an engineer. Now into the cooling box again, for chocolate must be swept by icy air for five minutes before it is safe to pack it.

The result of this is, of course, chocolate eclairs. They may be seen at the end of the cooling box, tumbling out all fresh and frosty-looking, to be packed.

Over in one corner a man is making—waffles? "No," corrected Mr. Haag—"he's making sugar wafers. We are the only biscuit company in the Northwest to make our own sugar wafers." Out of a sprinkling can with four spouts the baker pours a pink batter that resembles bright kalsomine. He dribbles it down on one after another of the five "waffle irons," and before each pouring removes a sheet of that delightfully crisp substance that forms the top and bottom of dainty sugar sandwiches. The food is thin as paper and must be carefully watched lest it lose its pink hue and become brown.

Two women assist in this process taking the wafer sheets and placing them beneath a metal frame. Over the top they smear rich filling, pink to match the pink "waffle," fudge to match the brown ones and pale lemon-flavored frosting for the lemon wafers. The frame keeps the filling from overlapping the edges.

Then smack on the top goes a second wafer sheet and the giant delicacy is passed to the third helper, who slices it into the sizes we know.

Recently a de luxe version of the sugar wafer was adopted by the Tru-Blu factory.

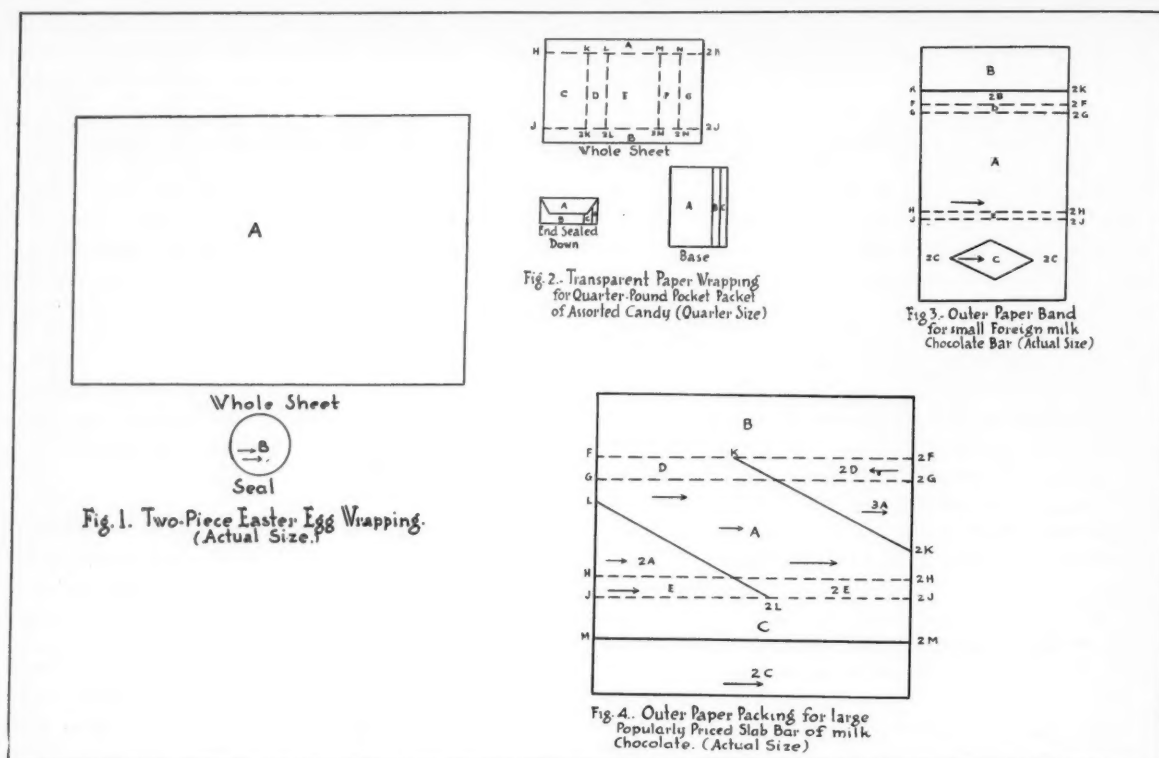
Crushed peanuts are mixed with the filling and spread with a lavish hand. The result is a much thicker wafer, which is being received with no little enthusiasm.

All the sugar wafer work is done by hand, yet the daily production averages 600 pounds.

"We bake more than 350 varieties of crackers and cookie-cakes," said Mr. Haag, pausing a moment to enjoy the amazement registered by his listeners. "Of course, we constantly add new varieties to the list. But they may all be given fairly simple classifications."

Although there are Tru-Blu plants in Portland and Spokane, the Seattle factory is operated as a separate and distinct unit, controlled and directed by Seattle men for the express purpose of serving Seattle's great trade area.

While the Seattle plant is the youngest of the three—established in 1925—it employs seventy men and women. The three plants, Seattle, Spokane and Portland, cover the entire Pacific Northwest, Washington, Oregon, northern California, Idaho and Montana and the company is rapidly extending its territory into Alaska.



Wrappings for Confectionery

The paper wrappings discussed in this instalment¹ illustrate the variety of types of material required for this purpose by the average confectioner. Thus foil wrappings with an opaque paper seal are in vogue for Easter eggs, transparent unprinted outer papers are wanted for keeping pocket packets dustproof, foil wrappings are again necessary for chocolate cigarettes and fancy chocolate in the form of horseshoes, etc., while in most cases the outer bands of milk chocolate bars and paper rings for chocolate cigars are of opaque and printed paper. Considerable study is often necessary to find out which is really the best material for the purpose, as it must be remembered that attractiveness should be combined with utility. In some instances the confectionery trade has found it necessary to use no less than three different materials, viz., a foil inner packing of the sweetmeats themselves, a transparent paper packing for the prevention of dust into the carton and an opaque paper band printed in colors for adding attractiveness to the already wrapped consignment.

Fig. 1 shows one of the simplest two-piece wrappings for the packing of Easter eggs of moderate size. The

¹ See April, July, October and December, 1929, and February, April, June and September, 1930, for earlier instalments of this article.

whole sheet A consists of a rectangle of paper backed foil, which carries a printed design in two colors on its outer surface. The egg is placed approximately in the position of the letter A and the foil rolled round it with twists in some instances at the extremities. The overlaps are not as a rule well defined, and no attempt has, therefore, been made to show them in the sketch.

Toward the top of the outer surface of the oval, but not actually on the rounded top, the seal B is applied. This consists of a circle of opaque paper, printed on its outer surface in the direction of the arrows, a couple of lines usually being enough. A generous amount of adhesive is used, in order that it may adhere firmly to the foil. Embossed printing on a colored surface is generally demanded in the case of the seal.

Dimensions of this type of wrapping are as follows: Total length of sheet, 6 in.; total width, 4 in.; diameter of seal, 1 in.; total length of wrapped egg, $2\frac{3}{4}$ in.; diameter of wrapped egg, $1\frac{1}{4}$ in.; total weight, seal and foil together, under $\frac{1}{4}$ ounce.

Fig. 2 shows a transparent paper wrapping which is proving popular at the present time for $\frac{1}{4}$ -lb. pocket packets of assorted confectionery. Considering the whole sheet first, E is the top, D and F are the two sides, and A and B are the ends, while the base consists of G, plus C. Folds of a right-angled character

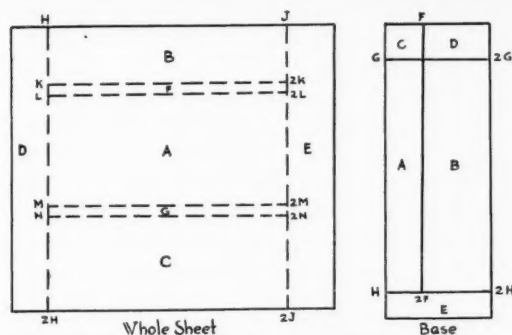


Fig. 5. Foil Wrapping for Chocolate Cigarettes molded in Chocolate Packet. (Actual Size)

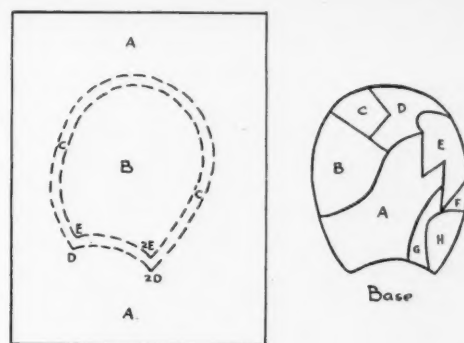


Fig. 6. Foil wrapping for solid Centred Chocolate Horseshoe. (Actual Size)

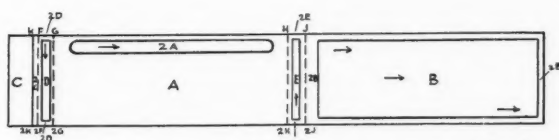


Fig. 7. Paper Band for Paper Wrapped Bars of Nut-Fruit Confectionery. (Actual Size)

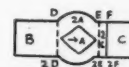


Fig. 8. Printed Paper Ring or Band for Children's Chocolate Cigars. (Actual Size)

By E. T. Ellis

are required along the lines H2H, J2J, K2K, L2L, M2M, N2N, C being held to G by means of adhesive.

A separate sketch of the base is given, the base consisting of a rectangle made up of A, plus B, plus C. On A and C there is one thickness of paper only, while B is the base overlap, and consists of the applied portion of C to G of the whole sheet. A separate sketch of the end is also given, the shaded portion being lettered C, and consisting of an extension of the shaded base strip, this being two thicknesses of paper. The folds B, D and C are first made, and the flap A is then turned on to them, and sealed down by means of adhesive.

Dimensions of this type of wrapping are as follows: Length of sheet, $9\frac{3}{4}$ in.; width, $6\frac{1}{2}$ in.; width of base overlap, $\frac{3}{8}$ in.; thickness of wrapped packet, $1\frac{3}{8}$ in.; depth of end flap overlap, 1 in.; total weight, slightly under $\frac{1}{4}$ ounce.

Two useful outer band wrappings used in the milk chocolate bar branch of the confectionery industry are shown next. Fig. 3 illustrates the first of these, and is designed to take small, foreign, foil-wrapped, milk chocolate slabs, which are exceedingly popular. Its base is compound, consisting of B, plus 2B, plus C, plus 2C. The top is simple, and is lettered A in the drawing, the front being lettered E, and the back D. These last strips are usually tinted, but not printed, while the top carries a design on its outer surface and requires to be printed with wording in the direction of the arrow.

The diamond lettered C forming a portion of the outer back strip is a combined printing and tinting area, carrying several lines of wording in the direction of the arrow.

In regard to folds, both obtuse and acute angle bends are required as the edges of the specimens do not make actual right angles. It is, however, unnecessary to measure up the exact number of degrees, and it will, therefore, be sufficient to say that folds are necessary along the lines F2F, G2G, H2H, and J2J. B is held to 2C by means of adhesive on its outer surface, or conversely adhesive is applied to the under surface or 2C.

Dimensions of this type of paper packing are as follows: Length of band, $3\frac{3}{4}$ in.; total width, $2\frac{1}{4}$ in.; width of base overlap, $\frac{5}{8}$ in.; thickness of wrapped specimen, $\frac{1}{8}$ in.; total weight of outer band, under $\frac{1}{4}$ of an ounce.

A more elaborate outer band is shown in Fig. 4. In this instance the top and base alike are compound, the top consisting of A, 2A, 3A, and the base of B, C, 2C, while the front consists of E, 2E, and the back of D, 2D. Analyzing this interesting example still further, we find that the triangles LJ2L, and K2F2K are special combined tinting and printing areas, while the strip 2C is the base overlap. Embossed printing as well as ordinary type is usually placed on the outer surface only and is in the direction of the various arrows on 2D, A, 3A, 2A, E, and 2C. Some of the folds are obtuse angles and others are acute angles,

bends being made along the lines F2F, G2G, H2H, and J2J. B is held to 2C by means of adhesive on the under surface of the latter.

Dimensions of this type of paper wrapping are as follows: Total length of outer wrapping, $4\frac{3}{4}$ in.; total width, $4\frac{1}{2}$ in.; width of base overlap, $\frac{3}{4}$ in.; total thickness of wrapped specimen, $\frac{1}{4}$ in.; total weight, under $\frac{1}{4}$ of an ounce.

Fig. 5 illustrates a silver foil wrapping for a quintette of chocolate cigarettes already moulded into a cigarette packet or box, this again consisting of candy. In the whole sheet A is the top, B and C comprise the base, F and G form the sides, while D and E form the ends. Right angle folds must be made along the lines H2H, J2J, K2K, L2L, M2M, and N2N, as the edges in this instance are approximately ninety degrees each.

A separate sketch of the base is given, so that the method of folding may be more closely studied. A portion of A is concealed, B is first of all turned on to A, and D on to C, the line F2F then being the edge of the foil. C plus D is then turned over on to A, plus B, along the line G2G, to form an even foil base underlap, similar in shape to E. The other end E, which is only shown in the one portion for the sake of clearness, is then turned on to A, plus B, along the line H2H.

Dimensions of this type of foil wrapping are as follows: Total length of sheet, $4\frac{1}{2}$ in.; total width, 4 in.; width of base overlap, along the line F2F, $\frac{1}{2}$ in.; width of base underlap, represented by the strip E, $\frac{1}{2}$ in.; thickness of wrapped specimen, $\frac{1}{8}$ in.; total weight, slightly under $\frac{1}{4}$ ounce.

Fig. 6 shows a tinted foil sheet wrapping in which chocolate horseshoes are sold to the public. The whole is rectangular in shape, and is lettered A. The approximate position of the specimen therein is shown by the inner dotted margin B, while the depths of the edges are depicted by the outer horseshoe C. Fold lines of acute and obtuse angles are required along the upper and lower edges corresponding with the dashes separating C from A and C from B. Folds which approximate right angles are required along the lines E2E and D2D.

A separate sketch of the base is given showing the elaborate nature of the folding. The major portion of the foil is first turned on to the base to form A, and on to this in turn B, C, D and E are folded. Finally F, G and H are put on to complete the base, which is as will be seen made up of no less than eight portions. In some instances, and with larger chocolate horseshoes, an even more elaborate system of base folds is necessary. Apart from the fact that the foil is tinted in bright colors on its outer surface, no printing is usually required, a plain silvery inner surface being usually ample.

Dimensions of this type of foil wrapping are as follows: Total length of sheet, $4\frac{1}{2}$ in.; total width, $3\frac{1}{2}$ in.; maximum length of wrapped specimen, $2\frac{1}{2}$ in.; maximum width, $2\frac{1}{8}$ in.; total thickness of wrapped specimen, $\frac{3}{16}$ in.; total weight of foil, under $\frac{1}{4}$ of an ounce.

Fig. 7 illustrates an attractive opaque paper band

for bars of nut-fruit confectionery, which are in their turn wrapped in transparent paper. It consists of a compound top A, 2A, 2A being a special printing area, carrying wording in the direction of the arrow; the base consists of B and 2B, B in this instance being a combined printing and tinting area, carrying type in the direction of the three arrows. The ends also are compound, one of them consisting of D, 2D, and the other of E, 2E, D and E again being special printing areas carrying wording in the direction of the arrows. Finally C is the base underlap strip which is liberally covered with adhesive and then attached to the under surface of B, 2B, to which it firmly adheres. A narrow strip which is not covered with adhesive and forms a small base extension strip is lettered 2C in the sketch. Folds are full right angles and are necessary along the lines F2F, G2G, H2H, and J2J. Printing is usually confined to the outer surface, but a smooth whitish inner surface of the band is almost always demanded.

Dimensions of this type of paper wrapping are as follows: Total length of band, $7\frac{1}{4}$ in.; total width, $1\frac{1}{4}$ in.; thickness of wrapped specimen, $\frac{1}{4}$ in.; width of base overlap, $\frac{3}{8}$ in.; total weight of band, under $\frac{1}{4}$ of an ounce.

The final diagram shows an attractive little paper ring or band emanating from the children's chocolate cigar branch of the confectionery industry. The face of the band is compound, consisting of A plus 2A, A being a special combined printing and tinting area, carrying wording in the direction of the arrow. Owing to the rounded shape of the chocolate cigar, the sides of the band are not well defined. Confectioners usually make these sweetmeats in two portions with a definite ridge at the junction so that bends of a pronounced character corresponding with the ridges occur in the positions of the lines D2D and E2E, and must be provided when making use of this cigar ring. The base and sides may, therefore, be said to consist conjointly of B, plus 2C plus C. C is adhesive-covered and applied to the under-surface of B, right up to the line F2F. Though a printed design may be demanded over the entire outer surface of this chocolate cigar ring, wording is not generally ordered elsewhere than on A. Rather stout opaque paper is preferred, strong enough to take embossing, while a whitish or creamy-white inner surface is almost always specified.

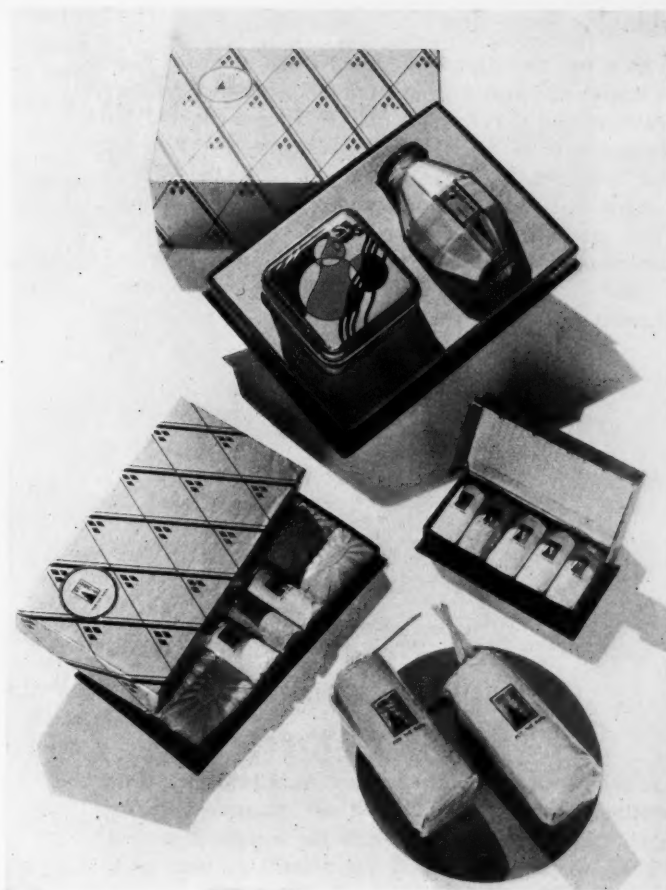
Dimensions of this type of paper wrapping are as follows: Total length of band or ring, $1\frac{3}{4}$ in.; maximum width, $\frac{3}{4}$ in.; minimum width, $\frac{3}{8}$ in.; total thickness of wrapped specimen, $\frac{1}{4}$ in. or slightly more; total weight of band or ring, well under $\frac{1}{4}$ of an ounce.

Readers are asked to note that occasionally confectionery packings are patented or otherwise protected. In all cases, therefore, before proceeding with the production of the types described and others, the usual inquiries should be made through patent agents.—EDITOR.

Captivating pastel colors and jewel-like sparkle of bath crystals serve both as inspiration for a lovely package design, and as part of the design itself

Beautiful Packages Provoke Sales

By Elsie Oberg
J. Walter Thompson Co.



E. H. Rehnquist

It happens again and again that the loveliness of the package brings about the making of a purchase to the woman who is not intending to buy at all, but is "just looking around today." We have seen a dainty package shake the determination not to buy of the grimmest economy advocates and the most ardent budget hounds.

Not that a woman's decision to buy or not to buy rests entirely on this point. But, given two products of equal merit and reputation, one presented in an attractive fashion and the other not, it is only natural that the popularity of the first will rise, while that of the other languishes.

We recall an experience of our own . . . how we "fell for" a ten-dollar box of face powder in the face of the fact that we considered two dollars really quite extravagant and absolutely the budget limit. The glorious way this powder was packaged proved to be our undoing. It was a truly lovely feminine thing . . . that package . . . and it stimulated a desire to possess that simply could not be quelled.

It occurs to us that one of the products which lends itself most easily to the kind of packaging that slays sales resistance is . . . bath crystals. This is, of course, due to the fact that the sparkling beauty and colors of the crystals not only inspire designs of exquisite

beauty, but the lovely product itself becomes part of the design, inasmuch as it is generally packaged in transparent containers.

This opportunity to make the product serve as part of the design has been taken full advantage of in the packaging of the St. Denis line.

First of all, the manufacturers have brought out a small package of crystals which is about the most appealing thing of its kind we have seen. A small transparent cellulose bag tied with a silken ribbon bow holds the crystals which gleam and sparkle through the wrapping in the most eye-compelling manner. This charming little package just cries for some discriminating woman to "Take me home."

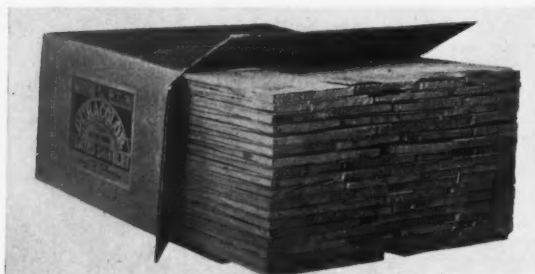
For packaging the larger portions of the bath crystals, a quite original idea has been conceived. Very striking jars have been created to conform with the architectural lines of the modern bathroom, while the bath crystals, shining through the jar, match in their beautiful pastel shades the colorful tiles of these bathrooms.

We especially admire the box which has been created for holding the St. Denis assortments. A high ideal of beauty has been expressed (*Concluded on page 64*)

Shingles in a Box

As a means of protecting colored red cedar shingles in transit and in storage in retail lumber dealers' yards, the Duracolor Corporation of North Tonawanda, N. Y., manufacturer of coated shingles, adopted the "Protex-Pak" corrugated carton.

Earle C. Brockett, president of the company, states: "Our product, incidentally, is totally different from the ordinary 'stained' shingle in that we apply between six and eight times the amount of linseed oil and color pigment on one side only than that which is ordinarily



Coated shingles in a corrugated box

found on both sides of the factory-stained shingle. Our coating, furthermore, is 'baked on' subsequent to its application to the surface side of the shingle, in such a fashion as to evaporate off the volatile oil used as a medium for getting the 'Duracolor' onto the shingle, pre-oxidizing the linseed oil and firmly affixing the pigment particles to the shingle surface in such fashion as to assure exceptionally long color life.

"The fact that Duracolors are dry as soon as they come from the machines makes it possible for us to consider a completely protective carton where such protection had proved impracticable for ordinary 'stained' shingles due to the high kerosene oil content demanding air circulation over a period of months for evaporation.

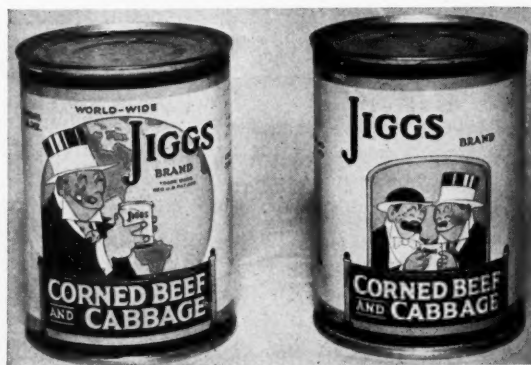
"Subsequent to our introduction of the carton pack idea for colored shingles, one or two of the stained shingle manufacturers have so altered the manufacture of their product as to make it possible for them to consider the use of somewhat similar cartons. The carton pack idea, we find, is appealing almost as strongly as is the surety of durable color."

A Comic Strip Label

Jiggs now has his corned beef and cabbage always available through the ingenuity of the Jiggs Sales Corporation, Columbia City, Ind.—and not only Jiggs but all the other devotees as well of this particular delicacy may enjoy it whenever and wherever they will, despite the protesting "Maggies." This organization has placed on the market a No. 2 can of corned beef and cabbage—the Jiggs brand—decorated with an

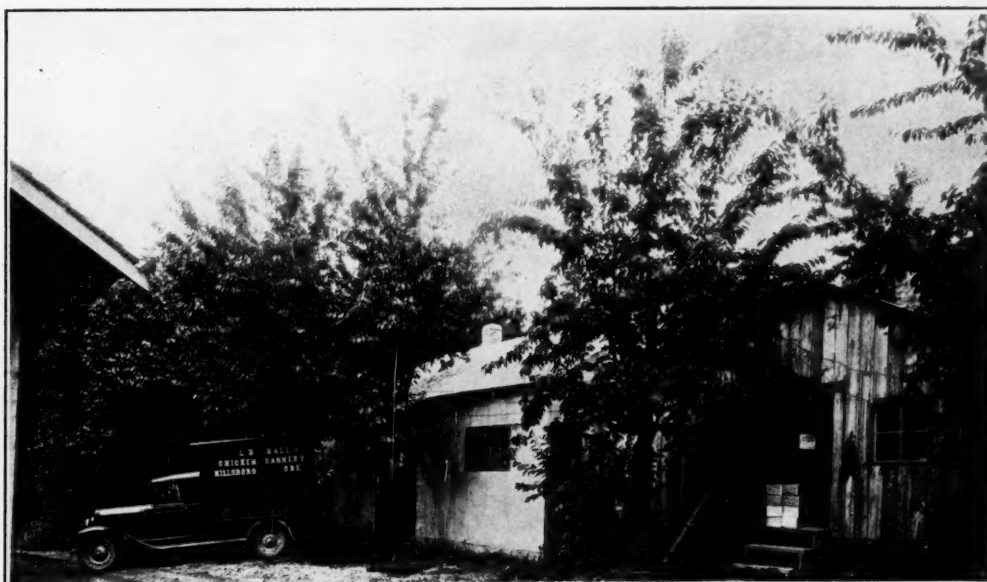
attractive label with George McManus' familiar cartoon character, Jiggs, as the central theme. One side of the label shows Jiggs grasping the can of his favorite delicacy with a satisfied grin. He is very striking in his red vest, blue coat and high silk hat, pale blue and red polka dot necktie. A geographical globe forms a background for Jiggs and his can of corned beef and cabbage, suggesting the worldwide popularity of the product. On the other side of the label Jiggs is seen expounding the merits of his old favorite to a sympathetic friend. The label is striking in coloring—white background with dark blue, light blue and red type face—and in design, as indeed it should be, since it utilizes the talents of the great cartoonist, George McManus, who has also executed the art work for the sales campaign literature.

This new idea of introducing its product in a package featuring Jiggs, the character universally known through Mr. McManus' newspaper cartoons and whose devotion to his corned beef and cabbage has popularized him and his favorite delicacy, gives the Jiggs Sales Company some valuable advance advertising. The trade name, Jiggs, on a can of corned beef and cabbage is indeed a high recommendation for this food product which is now available in an up-to-date container which solves culinary problems by rendering Jiggs' favorite readily available for all who enjoy it. This is one of the latest developments among the packaged products and it bids fair to be a popular one.



Front and reverse of label

The Angelus-Campfire Company, a combination of the Campfire Company and the Angelus marshmallow division of the Cracker Jack Company, has been formed to operate as a distinct organization and not as a division of the Cracker Jack Company. Officers of the new company will be: Paul L. Redel, president; H. A. Cole, vice-president; F. P. Warren, vice-president; F. A. Werner, vice-president; H. G. Eckstein, Jr., vice-president; E. R. Shields, secretary and treasurer; C. T. Wegner, assistant treasurer; J. A. Hafner, assistant secretary. The company offices are at 531 South Sangamon Street, Chicago.



A view of the present cannery

The Growth of a Canning Plant

By **LESTER B. HALEY**

Haley Canning Company, Hillsboro, Oregon

After the war we were forced into the chicken business and raised as high as eight thousand a year. We did our own hatching and had a few cows and fifty acres of land and had a very good business but I wanted to market our supplies in cans.

At Christmas time in 1927 we got our first canning outfit—it cost less than one hundred dollars and my wife and I worked in the kitchen of the farm house for six months. We had a tough time trying to put a new brand on the market without having any experience in selling. We found out that the only way we could do was to leave it at the stores and if they sold it we would collect. Sixteen dozen was the largest day we ever had while marketing the products in this manner in Portland, Oregon. It was eight months before I had

an order come to me, and it came from Astoria, Oregon. I built a cannery in 1928, 20 x 30 ft., and used it a year by later building an addition. In August, 1929, I built another cannery 30 x 34 ft. and built it according to State regulations. I have my fourth canning outfit now and the machinery in the cannery now is worth

about eight thousand dollars and we need a new and larger cannery and will probably build again this year. The slump last winter from October to June hit the business pretty hard but we never shut down at any time.

We buy live chickens only (no cold storage) and can only the best and our chicken is always fresh when the can is open. We have State inspection. We use only enameled cans and the contents do not have to be emptied when opened. Our cannery is



Labeled cans ready for shipment



capable of canning seven hundred chickens a day and we average thirty-five birds to a worker—killing, picking, drawing, cooling and canning. We use all pressure cookers and it takes from twenty-five to forty minutes at 240 deg. to cook the chickens, according to age. Then the meat is taken from the bones and sorted into the different classes it goes into. Then it is heated in kettles in a hot water tank and packed into cans hot sealed and goes into a pressure cooker for the sterilization process which takes from fifteen to fifty minutes at a temperature of 240 deg. It then goes to the warehouse and is labeled.

We have had 21 different styles but we have discontinued some. Here are what we put up.

Chicken broth, 2 sizes—7 oz. and 15 oz., Homemade pure egg noodles and chicken, 2 sizes—7 oz. and 15 oz., Pure chicken sandwich spread, 3 sizes—3½ oz., 7 oz. and 14 oz., Boned chicken, 3 sizes—3½ oz., 7 oz. and 14 oz., Fried spring chicken—14 oz., Chicken broth and rice—15 oz., Chicken broth and noodles—15 oz., Mexican style rice—15 oz., Chicken tamale spread—7 oz., Chicken chop suey—15 oz.

We are shipping into a good many states and have a big home state trade. We formed a company last year but it is still the family that puts up Varadale Brand Chicken.



Two views of the interior of the plant

The Relationship between the Transparency of Paper, and Its Specific Weight

We regard transparent printing paper as a hindrance if it has not to serve a special (advertising) purpose, states *Buch und Werbekunst*. If the paper maker is asked for a cheap and thin paper that is fairly impervious to light, he adds mineral filling earths to the stuff. According to costs he can render even the thinnest paper opaque, as it is used for Bible editions, for instance, but it impairs the quality of the paper, which will easier break in the press with a corresponding increase of filling earths. If we want a good resisting quality of the paper in spite of its high percentage of filling earths, we can gain it only by using better fibres in general, which necessarily raises the costs of the raw material. The specific weight of all filling earths must be taken into consideration, because a massing of this stuff, heavier than the fibres, on the under side of the paper will cause a two-sided product that is not suitable for printing purposes.

Although heavy papers are not only suitable for some purposes, but are even demanded, filling earths are always considered to be an inconvenient load. They increase the weight of a book by 25 per cent. Sometimes thick paper is wanted to make a book appear voluminous, this being only a concession to the customers of the bookseller.

By suitable steaming a cellulose can be gained, out of which can be made fine, and, above all, white and lasting paper, but it will remain more or less transparent in comparison with ordinary wood papers. The reason for this is that the fibre cellulose is freed from a certain cover. The finer the fibres are, the more will the incidental rays of light be refracted and thus lessen the transparency of the paper. Again cellulose of tree foliage is superior to that of pine trees, and there, sodium is less transparent than sulphite cellulose. Pine tree cellulose, sloppily ground under big pressure, supplies the material for translucent paper as pergamin, a parchment substitute. If we want to get a paper of little specific weight, chiefly the paper machine and the calender must run without much impression. Another way of preventing a paper from becoming too transparent is the use of earthy colors, that even in finest distribution give a satisfying result; chrome is the best of the metal colors for this purpose. Both increase the weight; paper to the same volume will weigh heavier. Animal glue is to be preferred to gum, if paper of high specific weight should be little transparent. This tendency of animal gum is supported by drying such paper in the open air, the sheet then freely contracts both in length and width.



Control of the soap manufacturing business of Thomas Hedley, Ltd., the largest independent soap company in Great Britain, has been acquired by Procter & Gamble of Cincinnati, Ohio. Control was acquired through outright purchase of stock. The present Hedley officers remain in charge.



E. H. Rehnquist

PACKAGED— Toiletries for Men

It is hardly necessary, nowadays, to stress the vast sales importance of packaging. Everybody agrees upon it—but not every manufacturer is successful in finding a perfect—from the sales angle—design. It appears to be a happy combination of good psychology, good art and good luck—but whatever is this combination the new Coty preparations for men most certainly have struck it—one of those designs that happen once in a thousand and which are almost priceless. It meets the test from every angle. Consider the talc and shaving cream at one quick glance—the packages have that instant individuality that catches the eye from counter or shelf. In the first place it is the color—there is nothing else quite like it on the market—a distinctive, unusual shade of blue with white stripes, that by reason of its very restraint and simplicity stands out like a signal light. The wide expanse of plain color, the absence of confused decoration or overmuch printing are something decidedly new in products of this kind, and the intrinsic cleverness of the design itself is at once apparent. Those graduated stripes of blue on white, and white on blue in their interplay, their vibration and “movement” have an eye-intriguing, eye-holding power as strong as an optical illusion. Once seen it will always be remembered and identified. Furthermore the en-

tire package is a unit in design—which is another new note. The tube, an extra large size, repeats the design of the container—the graduated, vibrating stripes of blue on white. This may seem a minor matter, but it is the impressive principle of repetition, and it has the subconscious, pleasing effect of completeness. It is the same with the talc. Here again the blue and white design has been used for both the talc box and its outside container. The talc and the shaving cream both in the same design make appointments that men like to see in their bathrooms. There is an ensemble thought about it that gives an effect of luxury in one's personal toilet articles appealing very strongly to the somewhat neglected masculine taste for that sort of thing.

The packages are distinctly modern, not only modern today, but they will be modern twenty years from now, and for all their atmosphere of luxury and quality they are wholly, uncompromisingly masculine. Then, take the bottles in this same group—three of them: after-shaving lotion, hair dressing and hair lotion. The shape itself is one angle of sales appeal. The bottles are oval, lessening the possibility of being knocked over or having corners chipped off. They are hefty, a good hand weight, easy to hold, and (Concluded on page 64)



E. H. Rehnquist

Few products are as dependent upon scientific and efficient packaging method and packages as chewing gum. This product must be so packaged that the original flavor—which is usually its chief selling point—is retained until it reaches the consumer. In addition, the packages used must be sturdy enough to withstand the travel between the factory and points of distribution and the display containers and individual packages must possess a degree of attractiveness great enough to attract a large volume of sales.

All these points have been carefully considered by Clark Brothers Chewing Gum Company of Pittsburgh, Pa., manufacturers of Clark's Teaberry chewing gum.

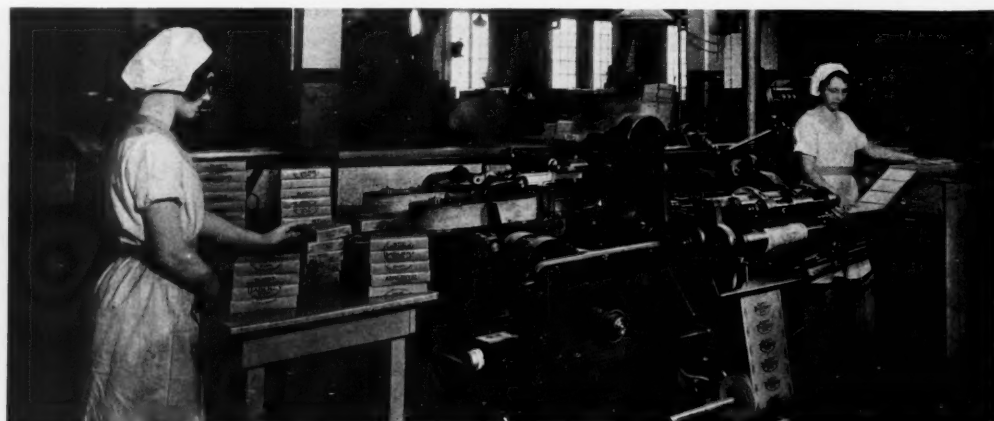
PACKAGING To Retain Flavor

Reported by K. M. REED

This gum is noted for its unusual flavor which is derived from the mountain teaberry, or as it is sometimes known, the checkerberry. This product is particularly popular in the districts where the shrub grows, for those who know it in its wild state appreciate it more than dwellers in the large cities.

Individual sticks of this product are wrapped in a waxed paper lined aluminum foil and then in printed wrappers. It has been found after a long series of tests made by this company that this type of wrapper best retains the flavor and freshness of the product. Five individual sticks are then wrapped in a large

A heat-sealed waved paper wrapper protects the filled display cartons



printed wrapper making a package which retails at five cents. These packs are wrapped in transparent cellulose which adds to keeping qualities as well as attractiveness. Clark Brothers are the only company that wrap gum in transparent cellulose.

The display container used by this company is characteristic of the care and attention accorded to its packages. It consists of a flat shell carton which holds twenty of the five-cent packages in two layers. Both sides and the front carry the trade mark of the manufacturer and the name of the flavor. An upright is inserted in the back of the carton before the gum packages are inserted. This upright, as well as the balance of the display carton, is decorated in a color scheme derived from the colors of the teaberry plant—pink, red and green. As shown in the illustration the design and arrangement of colors is both modern and attractive.

For shipping purposes the upright folds down over the packages and an unprinted shell carton is fitted over the display carton. This in turn is wrapped in pink waxed paper which is heat sealed so as to retain the freshness and flavor of the product until it reaches the consumer.

The basis of all chewing gum is chicle, the latex or sap of the sapote tree which grows abundantly in the Yucatan Peninsula of Mexico, British Honduras and the northern half of Guatemala. When the chicle reaches the plant it is sorted, seasoned, fused, cleansed and purified. It is later mixed with sugar and the flavoring extract and is then passed into kneading machines which knead each batch until the proper texture has been reached. From these machines it passes through a series of rollers which reduce the mass until the proper thickness has been reached. During the rolling process the sheets of gum are sprinkled with finely powdered sugar to prevent the gum from sticking to the rollers.

When the correct thickness has been reached the gum is lifted

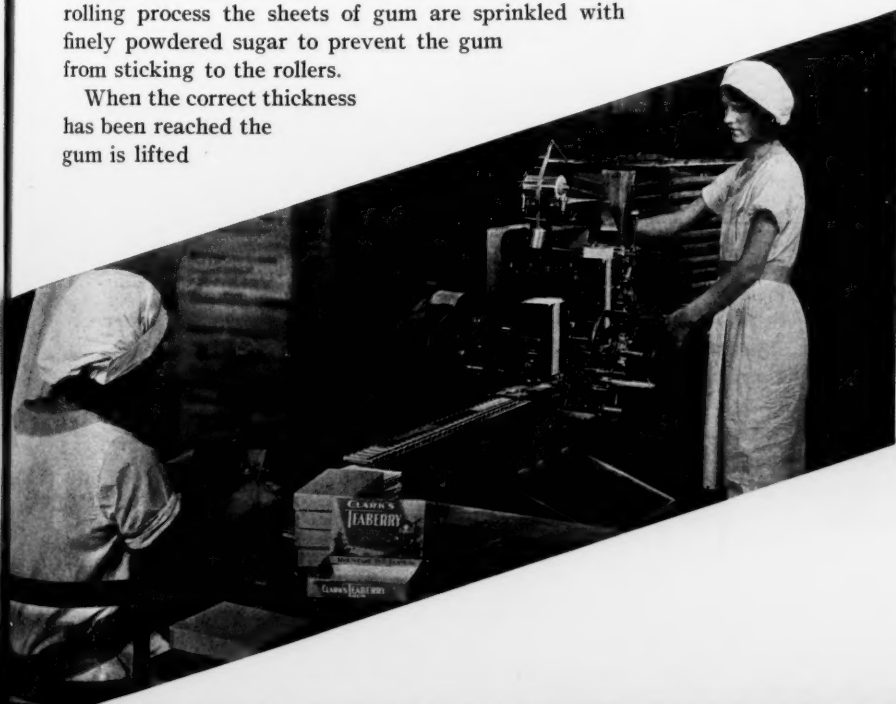
This machine turns out thirty to forty thousand wrapped packages per day



from the rollers in sheets of about twenty by thirty inches. These are placed in wooden trays which are stacked on small trucks which are moved to the packaging department.

In this plant a machine is used for scoring the large sheets. When this process has been completed the trays of scored sheets are delivered to tables where operators separate the gum into separate sticks. These sticks are stacked in metal trays which are delivered to the operators of the packaging machines.

The section of the plant devoted to the packaging operations is equipped with air conditioning units which control the temperature and humidity of this section of the plant. Manufacturers of chewing gum and other highly hygroscopic products have learned that air conditioning is a very necessary part of their



Wrapped sticks are collected and hand packed into display cartons

plant equipment if loss through weather conditions is to be avoided. Formerly many batches of gum were destroyed through the effects of high humidity or it was necessary to suspend packaging operations. With the advent of modern methods of air conditioning it is no longer necessary to consider weather conditions.

Returning to the packaging machines we find that operators at these machines place stacks of individual sticks of the gum in a slot of the machine. The machine picks up an individual stick, spins waxed paper backed aluminum foil around the stick, cuts off the foil and folds over both ends. The foil wrapped stick is then wrapped in the printed wrapper, a strip of vegetable adhesive is applied to the edge and the seal is effected. The wrapped stick then travels along a small belt within the machine to a point where five sticks are collected. This bundle of five sticks is then wrapped in the printed wrapper which is also sealed. These machines are capable of a speed of 30,000 to 40,000 packages per working day.

The wrapped bundles of sticks are then ejected from the machine. They travel along a conveyor belt to a table where an operator assembles twenty of them in the display cartons. This operator then folds down the upright card of the display and places the unprinted top over the filled carton.

These filled and closed cartons are then collected and moved to the sealing machine. An operator stationed at this machine feeds the cartons onto a belt leading into the machine. As the carton enters the machine it is held in position while the printed waxed paper is spun around it. As it passes through the machine the ends are folded over, heat is applied to the longitudinal fold and the ends and heat-sealing is effected. The wax-wrapped cartons are then packed in corrugated shipping cases and removed to the shipping room.

Throughout the plant careful attention is accorded to sanitation. Operators are dressed in stiffly starched white aprons and white caps. Surely, the manufacturers of this product have every reason to be proud of their plant, their product and their packages.

Washington Correspondence

The Bureau of the Census announces that, according to data collected in the Census of Manufacturers taken in 1930, the total value of tin cans and other tinware shipped or delivered in 1929 by manufacturers engaged primarily in the production of such commodities amounted to \$284,288,513. This figure represents an increase of 15 per cent as compared with \$247,132,963 reported for 1927, the last preceding census year. The 1929 total is made up as follows: Hole-top cans, including cans for condensed and evaporated milk, \$25,855,002; sanitary cans, \$125,983,625; general-line cans and packages, \$118,469,914; ice-cream cans, \$1,188,818; milk cans, \$3,308,578; stamped tinware, \$4,229,157; other tinware, \$5,253,419.

This industry embraces establishments engaged primarily in the manufacture, from tin plate, of hole-top, sanitary, and general-line cans and packages, ice-cream and milk cans, pails, boxes, household and cooking utensils, and cabinet and other tinware. The industry also includes the tin-can plants which are operated as departments of establishments which manufacture tin cans for use as containers for their own products.

New Packages for Pharmaceuticals

The Department of Commerce recently announced that considerable progress has been made in efforts to find a packaging plan for pharmaceutical products which would be better for the trade, and, at the same time, meet the requirements of the Post Office Department. It is believed that this has now been done.

During the year 1929 the United States exported medicinal and pharmaceutical preparations to the total value of \$21,282,000. More than one-half of this sum, or \$11,655,000, composed medicinal preparations for internal use, which are usually shipped in bottles and distributed in small units. This last figure could be considerably augmented by other liquid preparations, such as hair tonics, toilet preparations, etc., which are usually sold in similar packages. While a considerable part of this trade is shipped by freight, American exporters have felt that it could be increased if parcel-post shipping conditions were improved. Heretofore it has been necessary in making parcel-post shipments to fill packages with sufficient absorbent material to take up any leakage caused by breakage; the absorbent material, as a rule, exceeded the actual weight of the commodity shipped and thereby increased parcel-post charges.

A well-known manufacturer of pharmaceutical goods recently carried on a considerable series of experiments with a view to improving his parcel-post package and has succeeded in developing an economical package which meets the requirements of the Post Office Department. He has furnished the Bureau of Foreign and Domestic Commerce with a description of this package, as follows:

At first a number of experiments were made with various forms of absorbent material packed around the bottles, the outer container being either waterproof or lined with a water-proof material. None of these produced a satisfactory package, however, and finally this idea was discarded and the work directed toward finding some sort of container or case which would adequately protect each bottle.

Obviously a case was required which would be light, very strong, water-proof and not too expensive, and inside of this case must be placed a sufficient amount of some absorbent material to take care of the loss of the entire contents of the bottle, if necessary.

The form of protection finally adopted for each bottle was a 5-ply fibre-board round mailing case, paraffin-sprayed both inside and out, and with a metal screw

cap. The fibre board of which it is made tests 295 lbs. on a standard Mullen tester.

A feature of this case is the fact that the threads which engage the screw cap when the case is closed are formed in the fibre board itself during the process of manufacture, instead of being made of metal and fastened to the top of the tube. Such a method of construction ensures an extremely tight closure when the cap is screwed down, for then the top of the fibre tube is pressed closely against the inside of the metal cap, and, being of softer material than the cap, gives just enough to produce the same effect as if a washer were used. This case was found to be absolutely watertight under tests conducted over a considerable period of time and with the package in various positions.

The absorbent materials ordinarily used, such as bran, sawdust, etc., were all unsatisfactory, and the material finally adopted was crepe wadding. In using this material it was found that no corrugated liners, pads, or disks were necessary.

In assembling the packages for shipment, sheets of crepe wadding were first procured of such a size that they were about 6 in. longer than the bottles, and wide enough to produce an overlap of at least 2 in. and cause the bottles to fit snugly in the cases. Each bottle was then placed in the middle of a sheet, the material was rolled around it, the two ends were tucked in, the wrapped package slid into the case and the metal top screwed down tightly. The 12 individual cases were then placed in the corrugated box, and the box sealed with sealing glue under pressure in the customary manner.

The complete box, holding one dozen 8-oz. bottles, weighed 17 lbs. 15 oz. The standard export case, containing 6 dozen of these same bottles, weighs 120 lbs., or 20 lbs. per dozen. In spite of the additional protection given the individual bottles by this method of packing, the total weight per dozen has been reduced over 10 per cent.



The volume of supplies used by 34 department and specialty stores in different parts of the country is indicated in the following table compiled by the Simplified Practice Division of the Bureau of Standards, cooperating with the National Retail Dry Goods Association.

Item	No.	Consumption
	Sizes(a)	Total
Bags	188	78,530,000
Boxes—Set-up	1035	7,793,400
Boxes—Folding	262	18,245,000
Boxes—Corrugated	325	3,786,000
Paper—Wrapping—Flat	19	2,630,641(c)
Paper—Wrapping—Rolls	16	879,177(c)
Paper—Tissue	13	199,520(d)
Twine	57(b)	552,136(c)
Tape	6	68,347(e)
		35,628(f)

(a) Does not include salvage sizes. (b) Based on nomenclature used by stores. (c) Pounds. (d) Reams. (e) Rolls, 500. (f) Rolls, 600.

A Package Shows Product Uses

When the Kalamazoo Vegetable Parchment Company introduced a new cleaning and polishing paper it was realized that a valuable incentive to purchase the product would be created if a demonstration that would show its various uses could be delineated on the package. So that among the elements included in the new package containing "CP" are several illustrations which tell the story quickly and plainly to the buyer what the product is for and how it may be used.

The roll of paper—a soft fibrous material which when wadded up to be used as a dusting, polishing or cleaning "cloth" that does not scratch—is saturated with a high quality of polishing oil that will clean and



Sides of container show use of product

polish wood and metal surfaces. The roll, containing approximately 25 yds., is wrapped in a printed parchment wrap which prevents the oils in the paper from saturating the walls of the container.

The carton is a one-piece folding box printed in three colors, two blues and orange. The original design was conceived by Critchfield & Company; art work, engravings and electrotypes were furnished by Crescent Engraving Co. and the cartons were printed by Sutherland Paper Company.



The quarterly meeting of the Glazed and Fancy Paper Manufacturers Association was held at the Hotel Kimball, Springfield, Mass., Oct. 7, 1930. President John B. Van Horn of the Holyoke Card and Paper Company presided at the meeting of the executive committee, and at the luncheon and regular meeting.

Arlington G. Post of the National Coated Paper Corporation, Pawtucket, R. I., was elected to the executive committee to fill the vacancy caused by the death of Alfred S. Guggenheimer. The election of two new members: C. R. Whiting, Inc., Newark, N. J., and the Metz Paper Company, Pawtucket, R. I., was approved. The next meeting will be held in New York City, December second.

An Interesting Container

The accompanying illustration is not reproduced with the idea of inciting consumer appeal nor is it intended as an affront to those who are opposed to the use or possession of intoxicants. The photograph only (mark this) was submitted to illustrate an example of an unusual package. As may be surmised, the outer container is a lithographed and hermetically sealed tin can which may be opened with a key. It is referred to as a "perfect protection package" and "insures you against fraud and the contents of this package are guaranteed to be genuine." On the reverse side from that shown is reproduced a photograph in color of the plant. Is further comment necessary?



Lack of Uniformity in Packaging Handicap to Retailers

Manufacturers' responsibility for the profitable operation of their retail outlets is not confined entirely to helping them to maintain adequate turnover by providing individual packages in sizes which correctly estimate the needs of the average family, according to the Louisville Grocery Survey. The wide variation in number of packages to a case in the same commodity field makes difficulty for the retailer in pricing the individual units. Obviously, an error in calculating too many units to the case, which is billed to him at the case price, may result in the retailer's offering the commodity at less than cost.

The following instances, brought to light in Louisville stores intensively studied by the Department of Commerce, illustrate this variation:

Commodity	Number of Packages to a Case
Cereals.....	12, 18, 24, 40, 80
Cocoa.....	12(a), 60(b)
Cough drops.....	40, 66
Evaporated milk.....	36, 48, 96
Meal, 1-lb. sacks.....	90, 100
Snuff.....	74
Soaps and cleansers....	12, 24, 30, 32, 48, 50, 54, 60, 72, 80, 96, 100
Starch.....	8, 16, 32, 48, 86
Syrups.....	10, 12, 40
(a) 1/2-lb. can.	
(b) 1/6-lb. can.	

Odd sizes in the individual packages, it was brought out, also increase the retailer's bookkeeping difficulties. Plug tobacco, for instance, comes in packages containing 1.5, 3.75, and 7.5 pounds.

Unit Packaging For Wall Coatings

The Alabastine Company of Grand Rapids, Michigan, manufacturer of wall finishes and coatings, has recently placed on the market four new products which are packaged in units that permit the use of corrugated shipping cases that have been found very satisfactory for the purpose.

Although the weight of the container carrying five 12-lb. packages of material weighs only 63 lbs. gross, the company is for the present time at least, using 275 lbs. test on some and 200 lbs. test on others, for comparison tests. Several cartons have been shipped to all parts of the United States via local freight and re-shipped to the company to test out the carrying quality, and it has been shown that the corrugated container is practical. The company has yet to receive the first complaint, although shipments have been going forward since February 8.

The shipping of these products in corrugated containers has a distinct advantage to the jobbers and dealers, as the material is packed in small units, namely, dozens, instead of twenty packages as heretofore shipped in wooden cases. This eliminates considerable repacking on the part of the jobber at the cost to the dealer. The average dealer will buy not less than a dozen at a time and this size container seems to fit in very well to meet the present condition in merchandising. The company still quotes on Alabastine Wall Finish in wooden containers, twenty to the case.

Prize Winning Cosmetic Package

The illustration below shows three of the recently redesigned packages used by Kathleen Mary Quinlan, of New York City. These packages were awarded the first prize in the Merchandise Division in the annual exhibit of the Art Directors' Club. The caps for both the bottles and the jars are of black molded plastic material which greatly adds to the attractive appearance of the packages in addition to providing an efficient closure which is easily removed and replaced.

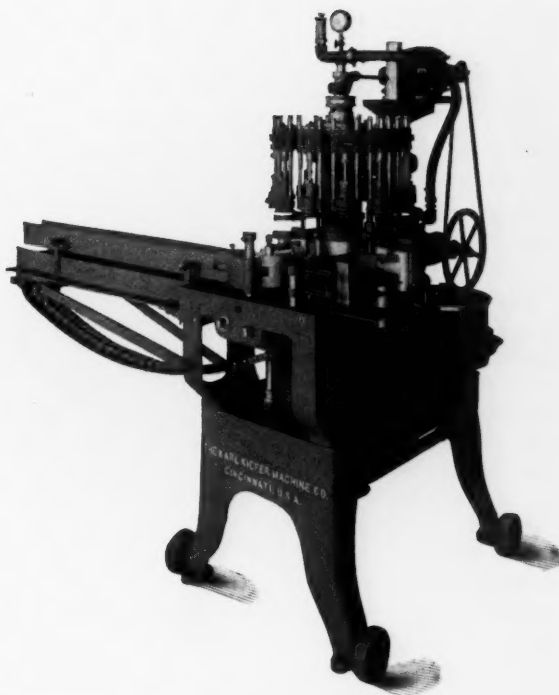


Courtesy of General Plastics, Inc.

WHAT WILL IT DO HANDLING YOUR PRODUCT?

YOUR PRODUCT may be as light as Aqua Velva or as heavy as Scott's Emulsion or Italian Balm. It may be as foamy as Packer's Shampoo or as syrupy as Piso's Cough Remedy.

Your bottles may be as small as $\frac{1}{4}$ -oz. Cutex or as wide as Nujol bottles, or as tall as Fahrney's. They may be sprinkler top bottles, like Absorbine. You may have a variety like McKesson & Robbins or Burrough.



THE KIEFER AUTOMATIC ROTARY VACUUM FILLING MACHINE

handles them all with speed, accuracy and neatness. It gives you desired production at lowest cost.

Let us tell you what a Kiefer Automatic Rotary Vacuum Filling Machine will do in your plant.

Our new catalog shows the six sizes of this machine as well as Kiefer semi automatic and hand-feed vacuum filling machines.

**THE KARL KIEFER MACHINE CO.,
CINCINNATI, OHIO**

London Office: C. S. duMont, Windsor House, Victoria St., London, S. W. 1, England

NOVEMBER, 1930

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Music Strings in Packages

(Continued from page 40) and type of cover paper. It was further noted that they lacked any "family resemblance."

In designing the new line of cartons we endeavored to accomplish three things. First, to modernize the packages; second, reduce the cost and, third, to give them a "family resemblance." We feel that we have accomplished these three things in the present line of packages. Through careful planning we were able not only to improve the appearance of the package, but to reduce the cost materially. Based on the same volume of business as was done in 1929, the total saving on packages will amount to between \$2000 and \$3000 per year.

The development of the transparent cellulose envelope package, which is part of this line, is also of interest. The German manufacturers of music strings for some time have packed their strings in a transparent cellulose envelope, printed on both sides. Printing a transparent envelope on both sides naturally made the printing very difficult, if not impossible, to read. In the development of the Armour cellulose package we feel that we have gone our German competitors one better. We have used an insert which is printed on both sides and which not only carries our messages in a very legible form but also serves as a background for the music string which is packaged in the envelope.

The new packages are colorful, modern in shape and design, and in addition to serving as a container for the merchandise, they have utility value. Since sending out their new catalogue in which these new packages were illustrated, the Armour String Crafters have received letters from their dealers all over the country, complimenting them on their new line of packages. Increased interests in their line has also been evidenced by the increased business which they have received since these new packages were offered the trade.

Packaged—Toiletries for Men

(Continued from page 57) easy to pack into grips and bags—which is no small matter where limited space is concerned.

Here again, we have the bottle containers in the blue and white striped design. This use of the same design throughout is a master sales stroke. It groups them instantly in the eye, the mind and the sales perspective. The purchase of one suggests at once the purchase of the other—making the possession of the entire group a matter of more or less conscious desire on the part of the customer—making those profitable group sales with little extra effort on the part of the salesman.

Even the color of the liquids is a carefully thought-out part of the packaging. The hair dressing is quite clear, like water. The skin lotion a stimulating light green; the hair lotion an amber-toned liquid—all in complete

harmony with the outside package. In each detail of the bottles there is the same ultra restraint, luxury and impression of quality. The labels in the same striped design carrying on the feeling of harmony, with an absence of printing and decoration; the simple, smartly designed shaker tops of bright metal; the final touch of the blue silk cord and tiny red Coty seal—all give the unmistakable air of quality—quality above price. And the fact that all of these items are moderately priced while maintaining all the appearance of luxurious quality is the overpowering argument in their favor.

They show up to an extraordinary degree in the individual men's sets which Coty has assembled. Various combinations of three to five of the above articles are grouped harmoniously in boxes of dark blue alligator-design covering, with the simple signature "Coty" in one corner and lined with a soft gray tone, again emphasizing the appeal of powerful simplicity. Taking them from every angle, the whole line or groups of individual items, they make, in fine color, design and atmosphere, displays in windows or counters, which do what all displays are supposed to do—attract and sell.

Beautiful Packages Provoke Sales

(Continued from page 53) through a design of green gold, black diamonds and stripes—no more perfect setting could be found for the jewel-like crystals.

A note of uniformity in all these packages is found in the smart black and gold label which is attached to each package. It is simplicity itself—but most effective—relying upon a gold background, a black triangular spot and beautiful hand lettering of the name St. Denis to create the design.

The St. Denis line includes bath soap, and here, too, a smart decorative note is achieved, this soap being made in lovely pastel colors and moulded into a design cleverly suggestive of the rays of the sun. And there is also the air-floated St. Denis dusting powder, enclosed in chic metal boxes with an artistic design in the standard St. Denis black and gold. In this design, a moon and sky effect is the thought—one which we feel fits in most appropriately with the product.

Flashing light and color from every angle like a million jewels, in their smart glass containers, and framed by the beautiful black and gold box, the St. Denis crystals appear to have cornered all the packaging qualities that appeal to women.



Annual per capita consumption of canned food in the United States has increased steadily and, according to the Department of Commerce, is estimated to be 54 cans per person. In the last 25 years the production of canned food has increased from approximately 41,000 cases to over 200,000 cases, the industry now being distributed through forty-five states in the country.



Judging A BEAUTY CONTEST

Daily your product on the shelves of retailers must pass judgment, purely on the beauty of the package and its ability to attract. How does your package compare with competitive products? Does it attract, invite, urge purchase? Or is it content to rest while the swirls of colors, vivid reds, whites, greens,

blues of competitive packages demand and receive attention. 1930 competition demands an attractive container. The 1890 style is out of date. Let us show you what modern Heekin Lithography can do to put your package into America's daily beauty contest of industry. The Heekin Can Co., Cincinnati, O.

Heekin Cans

The Package Follows Architectural Design

(Continued from page 38) recognized. A very great percentage of the sales of pens and pencils is for gifts. Therefore to enhance them by putting them in attractive containers is to make them seem all the more suitable as gifts. Indeed, a handsome container immediately suggests that very thing, adding stimulus to purchases for gift purposes.

The packaging of other individual products and the set of pen and pencil is totally different, though equally modern in spirit. The box is a low rectangle arranged on a flat base from which the merchandise, lying in a horizontal position, can be raised for better display against the velvet background to which it is attached in the box. Different sized boxes are used, according to whether the set is in a size for ladies, gentlemen, or the junior. This rectangular box and the tall box used in the individual Monroe Sky Taper pen make an excellent foil for one another when coupled in the building of a display of Monroe products. This was taken into close consideration, too, in the packaging.

Indeed, a small display suggested for the background where the Monroe products are shown has both the vertical design of the single package and the flat design used in the other boxes. Neatly lettered on it are the name of the product and of the maker, and a brief slogan describing and guaranteeing the product.

Though the problem of color is given second place in the discussion here, it was given primary importance along with the design in working on the new packages. The design, itself, with every line and silhouette suggesting the modern, paved the way for the choice of colors to be used in developing it. The basic color decided upon was silver which is familiar in its use in modern art. In contrast to this was chosen black, which also conforms to the color preference in works of modern art. It was felt, however, that with such a live spirit as Monroe Sky Taper fountain pens presented, there must be something to give a pronounced feeling of color, to enliven the color values of both the silver and the black, to give increased activity, speed. A shade of green, approximating but deeper than the apple green, and far removed from a dark colorless tone, was decided upon. It is interesting to note that this green compares favorably with the vibrant, arresting tone which the French Couture has just introduced with great success in fashion merchandise. This green is used with restraint merely to add color to the display and to serve as a mediator, bringing out the rich contrast between the black and the gray. Its character is such as not to conflict with the various colors—blue, gray, etc.—in which the Monroe Sky Taper pens and pencils are made. Indeed, it serves to help emphasize the true tonal values of the various shades.

The new packaging has already started on its way to achieve those things which it was intended to accomplish. It has met with enthusiastic endorsement

throughout the trade. Dealers are showing a gratifying cooperation in presenting the Monroe Sky Taper products in their new packages to the consumer. The first check-ups show, also, that in their new dress they not only are arresting the attention of those who are actively in need of these products but are also awakening interest in them as a desirable convenience as well as a smart gift. Indeed, a great deal is anticipated from the new packaging toward making Monroe Sky Taper fountain pens a splendid, profitable item for Christmas and other holiday trade.



Constantly new uses are discovered for raw materials. It's a far cry from sugar to silk stockings, yet science has found waste sugar cane to be a product better adapted to the making of rayon than spruce itself. Likewise cane stock, when desugared and pressed, has been found admirably suited as fuel. While cane has gained two new uses it is threatened to be displaced in another industrial use. Rugs, baskets and various parts of furniture have been successfully made of a new kind of extremely tough and strong paper. Rugs made of it and laid in public corridors have shown such long-life under heavy wear that it has been called twisted whale hide by its makers, the Kalamazoo Vegetable Parchment Company. Moreover, articles made of this new paper product lend themselves very successfully to cleaning. Before long we will probably find ourselves buying paper rugs, paper furniture and even building materials, if the possibilities of this new tough paper meet the already high expectations of leading laboratories.



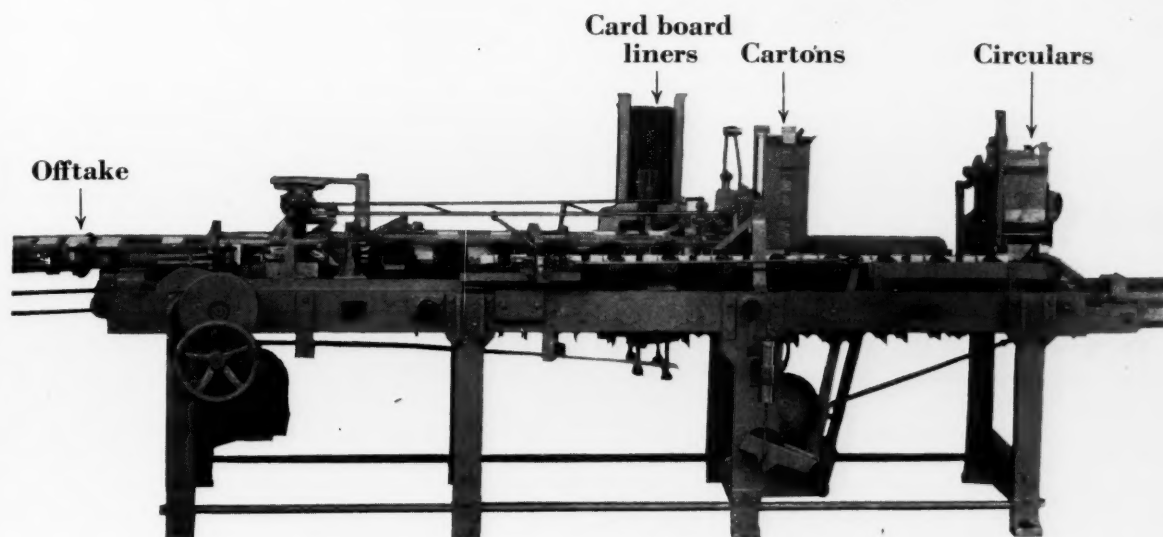
Five corporations engaged in sale and distribution of canned fish products have signed stipulations with the Federal Trade Commission agreeing to discontinue misleading labeling of products by use of the word "Salmon." One company, an exporter and importer of a variety of canned products including mackerel, will cease using a label bearing a word suggesting salmon as well as a picture of a salmon in any way that will deceive buyers into believing the product designated is salmon.

A corporation packing fish including mackerel and manufacturing fish meal and fish oil, will no longer use a label containing word or picture suggesting salmon in any way that will imply that the product is salmon, when such is not the fact. If a picture is displayed it shall be a true representation of the fish named.

Practically the same practices will also be discontinued by another corporation packer of fish including mackerel, as well as by a company selling a variety of products including canned mackerel, and by an individual merchandise broker, exporter and manufacturers' agent selling at wholesale a variety of canned products including canned mackerel.

THE CONSTANT MOTION CARTONER

Packages Bottles with Corrugated Liners
and Circulars at High Speed



The CONSTANT MOTION CARTONER shown above packages bottles with corrugated board and circulars at high speed. By a new method the board liners are inserted into the cartons, first. Then the bottles and circulars are inserted. This does away with the complicated method of wrapping the corrugated liner around the bottle and pushing the entire load into the carton at once. It separates and greatly simplifies the mechanism required for the various operations.

For 12 years we have been making the old intermittent type of Cartoners to package bottles with corrugated liners and circulars. These are in use all over the world where such packaging is done, and have given full satisfaction. The new machine is 100% better in every way than those we have made for a similar purpose before and solves the problem of doing this class of work at high speed.

We are constantly studying and developing the art of automatic cartoning. At present the Constant Motion Cartoner is ready to handle any and all varieties of packages previously packaged on the intermittent type of Cartoner at a speed and with a quality of work heretofore considered impossible.

Never Before So Much Work With So Little Mechanism

R. A. JONES & COMPANY, INC. P. O. BOX 485
CINCINNATI, OHIO

Keeping Paper Box Plant Equipment Up to Date

By GEORGE RICE

The invested capital of a box making plant consists largely of the labor-saving machinery and the power system and transmission. To operate that machinery and the related mechanical devices after their economic life has passed is certain to reduce profits and sometimes cause the business to run at a loss. Just when the economic life of any part of the equipment has passed is often a puzzle even to manufacturing and machinery experts. In a recent survey of boxmaking and general woodworking factories I found machinery in operation which was mechanically good but inadequate to the existing needs of the business. One factory had changed its line of production from boxes of heavy structure to boxes of light structure and the machinery which was designed for heavy work could not handle the lighter work efficiently. The waste was excessive and the production low and poor in quality. I asked the superintendent if he subscribed for any of the trade press journals. He said that the owner of the factory did and kept them in the office. I advised this superintendent to get the names and the addresses of the box machinery builders from the advertising pages and write for descriptive matter concerning latest models of the types of machinery needed. He did so, and soon two or three representatives of

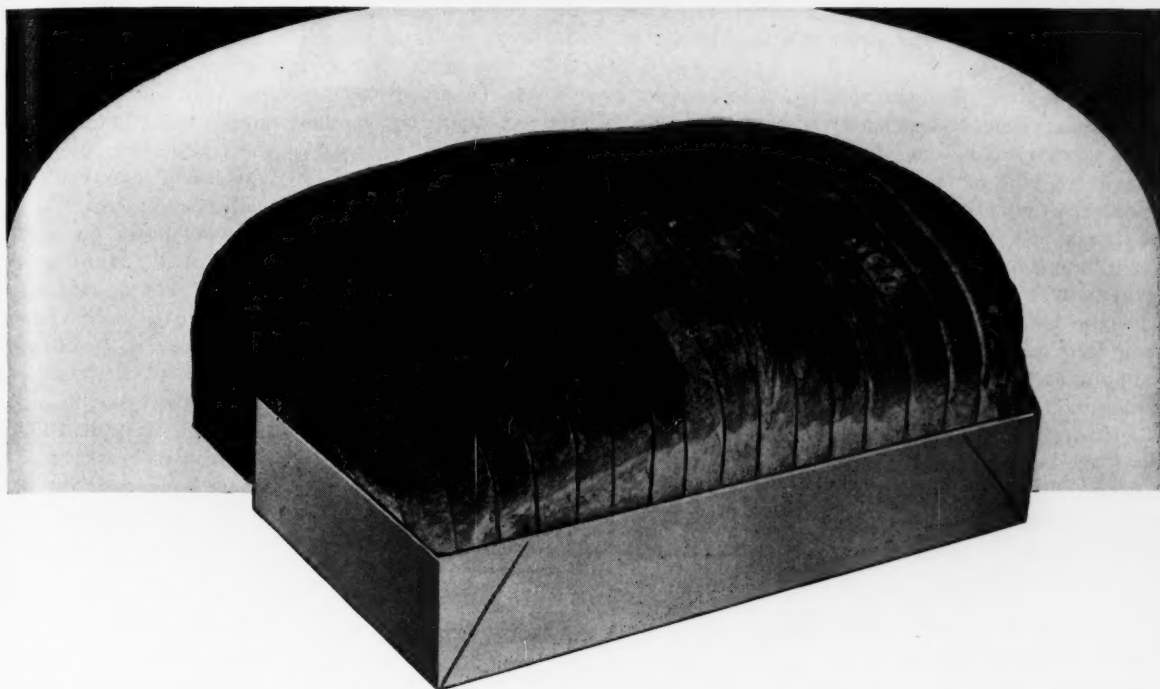
The second of a series of articles, of practical value to paper box manufacturers, presented in this section of *Modern Packaging* which is devoted to the interests of those who concern themselves with paper box plant operations or the selling of various types of paper boxes.

machine firms arrived and reported on what was required to enable the plant to operate at a profit, for these men were experienced mechanical engineers.

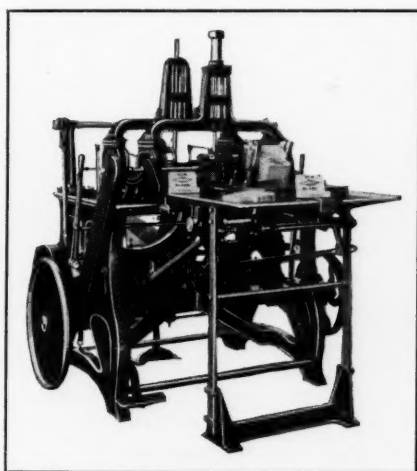
Satisfactory trade-ins were arranged so that the dis-

carded machines did not have to go at junk prices. A local bank gladly financed the firm when its agent ascertained that the factory had been revamped with equipment specially designed for its new line of product—something which the bank refused to do when it was known that the plant was verging on bankruptcy because it was operating with machinery which was inadequate to existing needs although far from being worn or obsolete. According to last accounts this factory is now running at a profit.

I also visited several box factories that evidently were headed for the rocks because of the mechanical conditions arising from a normal process of deterioration or just plain obsolescence of the equipment. It would not be an easy matter in these days of improved machines and methods to find a man who would try to run a machine or a group of machines with the power derived from one of the old style horse treadmills. I saw a horse treadmill in use for driving a saw plant on the outskirts of a French town when I was with the army in France. But that was because the steam plant of the works had been destroyed by German gun fire. Yet a person who goes among country mills and factories even now may occasionally find equipment in use which is nearly as ancient and crude as the horse treadmill. And the management wonders why there are discouragingly low dividends to declare. Of course most box factories are making money and as they make it they spend certain percentages of it annually for new equipment and upkeep. The plants that are not making money are either neglecting this important feature of the business or they are carrying too many people on the payroll who do not produce. One young fellow I met told me that all he had to do was check the time of about thirty girls employed in the assembling of paper boxes. I asked



Sliced bread has met with a favorable reaction in every market where it has been offered, bakers reporting *large increases in sales* since it was introduced.



This Is the New Brightwood Machine with Under-feed

Its durability and adaptability will help solve your production problems. A sturdy, speedy machine, which easily accommodates product and package changes with utmost efficiency and economy.

THE New Brightwood Automatic Paper Box Machine is used and endorsed by representative manufacturers because—**IT WILL PRODUCE 3000 to 3600 pieces per hour** from plain or printed, creased or scored, manila, news, chip or straw board of any reasonable thickness; and a wide variety of sizes and styles—such as bread trays, screw boxes, shoe boxes, egg cartons, and food containers from one ounce to one pound.

IT REQUIRES only one operator, practically no repairs; less than $1\frac{1}{2}$ horse power; floor space six feet square; about thirty minutes to make changes; a minimum quantity of cold-water gum; no tape, wire or tin. **IT IS THE BEST INVESTMENT** a paper box maker can find.

Write today for further information on the Brightwood machine as applied to the manufacture of bread trays and to many other types of boxes.

U. S. AUTOMATIC BOX MACHINERY CO.

459 WATERTOWN ST.,

NEWTONVILLE

BOSTON, MASS.

the foreman why a time clock would not do as well. He said that the boy was a son of a stockholder and had to be employed.

And so it goes. But the main point to consider in this instance concerns machinery which needs replacement or overhauling due to wear. Operating worn machinery allows a business to prosper about as much as does a concern that does not advertise its products in some form or another.

Far more profitable is a plan to check the wear of gears, shaft bearings, cams, and other mechanical parts of the machinery than to employ someone to check the time of a few girls. There are some plants in which a master machinist or a shafting oiler or some one else of mechanical ability is charged with the duty of maintaining an upkeep record of all moving parts of all machines. In other plants not much attention is given to the wearing element until something breaks and the machine comes to a stop.

At the present time one finds in some of the small boxmaking factories of the west, machinery which has been run so long that its gears are worn so much that they grate, groan and rattle as they turn. I have seen cast gears running, and as all modern machinery is fitted with steel cut gears, the cast gears must have been made long ago, as only very large and heavy gears are cast now.

Much more attention is given to the line of pitch diameter, the line of outside diameter and the clearance of gears now than formerly. These points concerning the gears of modern design are shown in Figs. 1 and 2. Whether the gears are made of steel, brass or fibre, they are very accurately milled and started off with the cogs in perfect condition. They will run a number of years at high speed under the heavy pressure commonly exerted on the push side of the

cogs before any of the cogs wear down to a cupped condition as shown at the left in Fig. 3. Or the pointed state may occur after some years of service as is also shown. Or a cog may be chipped by riding a cog in the corresponding meshing gear. Sometimes gears

which are taken off and replaced so that the cogs mesh the opposite way get worn down on both sides and assume a rounded state. I have found gears with their cogs worn like these in many plants, simply because there was no particular person assigned to the duty of checking up on the wear and tear of equipment. Machinery is not run as many hours a day as it used to be, but it is run at great speed and under extreme pressure, often in order to increase its producing capacity. For this reason it needs closer and more regular inspection to detect worn gears, worn shafts, worn bearings or other parts before a breakdown occurs. I know of one factory owner who has a man come from each of the machine works where the machinery of his plant came from, to go over his machine once a year to check up worn parts and recommend replacements or even whole new machines when needed. This man's factory pays and always will pay, for he had no deadwood in it, for the reason that the recommendation of these experts are complied with as soon as they are made.

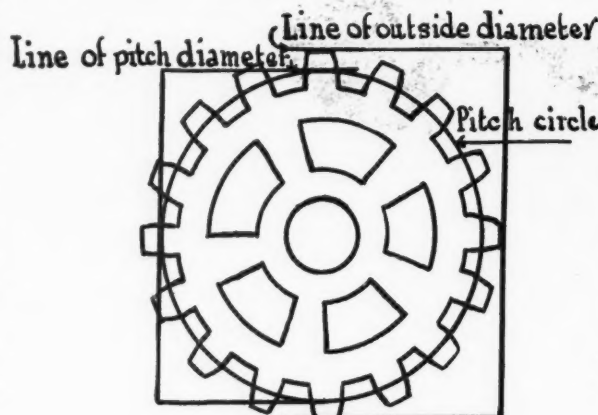
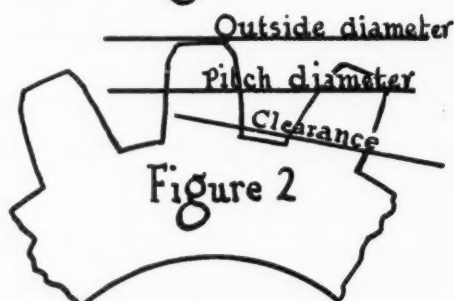


Illustration of the lines of the pitch and outside diameters of a gear. Figure 1



A six pitch gear

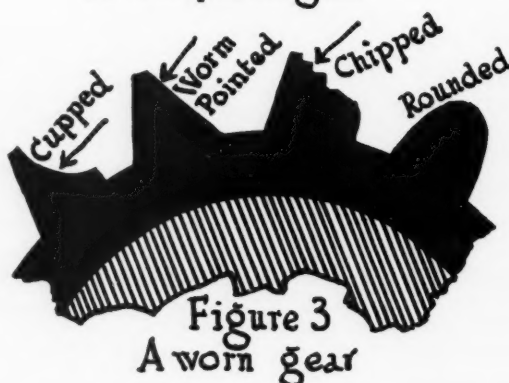


Figure 3
A worn gear

It has been announced that the Childs Company, operating the largest restaurant chain in the United States and Canada, will engage in the confectionery and ice-cream business. In the confectionery field Childs will market its own brand of candy which will be packed in pound boxes made up to retail at one dollar and \$1.50 per pound, in addition to mint packages to sell at 25 and 50 cents per package.

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There Is No Substitute

What package paper permits no substitute?
Discriminating paper buyers have, for
years, been choosing papers designed and
created by Louis Dejonge & Company.

The reason? — Merely this — they have
found the highest standard of excellence
rigidly maintained, both as to originality of
design, and quality of paper.

This continued use of Dejonge Papers by
leaders of the industry is proof positive that
we have successfully maintained the high
standards which have ever been our major
claim for patronage.

LOUIS DEJONGE & COMPANY

Philadelphia

New York

Chicago





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THE LEADER AT THE FIRST TURN SELDOM WINS THE RACE!

MANY machines there are which can *seem* to be ahead in the first furlong . . . the advertising stretch. But when it comes to performance . . . when installation has been completed and the actual grind of production begins . . . that's when K&D Stayers and Double Enders draw away from the herd and show their true mettle.

Therefore, just a little pointer. Honest advertising can point out advantages. It can serve to announce and interest, to invite your inquiry . . . as we do here. But it cannot convince with half the power that the testimony of users of the machine exerts.

We would like to bring to your attention some letters on our files . . . and the names of some users of these machines . . . users who have opinions they would be glad to transmit to you. Will you give us the opportunity? It may pay both of us to know more about each other.



This K&D Stayer is one of a battery of four. Many other users have first purchased one machine and then returned for more. Satisfied? Of course they were.

**KINGSBURY & DAVIS
MACHINE COMPANY
CONTOOCOOK, N. H.**

The Photo-electric Cell in Automatic Wrapper

A new method of packaging foods in cartons by using a photo-electric cell, which is operated by a small printed spot placed on the printed waxed paper in register with the design and spaced at regular intervals, was referred to in the October issue¹ of MODERN PACKAGING. Further details of this method are of interest.

In operation a concentrated beam of light shines through the waxed paper onto one of these photo-electric cells and as the paper moves along these printed spots cast shadows on the cell causing it to send forth electrical impulses which are amplified to operate power relays. These regularly reoccurring electrical impulses made by the spots on the paper serve as a means of registering or gearing the paper to the machine as it is unwound and cut into sheets and delivered where they are wrapped around the carton.

Much experimenting was done on the actual control, attached to the paper feeding system of the wrapping machine, which governs the speed of the paper being fed to the cut-off knife, so that the knife would cut it off at the proper place in relation to the printed design.

The method finally found practical under actual production conditions is applicable to any automatic wrapping machine using a continuous method of paper feed, consisting of a rotary knife and continuous moving paper feed rolls. In regular practice the paper feed rolls are driven by gears from the cut-off knife and are set to deliver a sheet of a certain length every revolution of the knife. Where printed paper is used, however, it is necessary to be able to vary slightly, from time to time, the amount of paper fed to the knife so that the knife will cut the paper at the correct point of the printing. This amount of paper feeding cannot be held constant because of a small amount of slippage or creepage of the paper in passing through the feeding rolls no matter how good these rolls may be, and the slippage is not constant.

To control this slippage a variable speed drive is placed between the knife and these feed rolls instead of the gears. The control of this variable speed transmission is done by the electrical impulses from the photo-electric cell.

When watching this control in action the observer will notice the final amplifying tube flashing at regular intervals and every few packages wrapped either one or two relays will close and the control hand of the variable transmission will move from its neutral position either to the right or to the left and return to its original position. In addition a set of signal lights in front of the operator show that a correction is taking place and in which direction. While this correction is taking place the paper is either speeded up or slowed down slightly depending on whether the knife is cut-

¹ See article "57 Varieties—Packaged," page 60.

ting the paper ahead or behind the point set. This apparatus works steadily, keeping the cut within $\frac{1}{16}$ in. of the correct line of cut. The sheets of paper are all the same length when measured, as required by the machine for correct wrapping. This control is said to work at any wrapping machine speed.

This control was invented by Ralph S. Clark of the Kalamazoo Vegetable Parchment Company and its development brought about through the cooperation of the General Electric Company who have built and are furnishing special photo-electric cell controls especially adapted for this purpose, and the Lewellen Manufacturing Company of Columbus, Indiana, who are furnishing the variable speed control corrective mechanism. The testing and final adoption of this control and method of wrapping, in production was done with the cooperation of the H. J. Heinz Company of Pittsburgh, Pennsylvania.

To do this kind of wrapping, besides the cut-off control, the wrapping machine must work very accurately in placing the sheet of paper around the carton to be wrapped and certain additions are required on the wrapping machine to make this possible. These additions were developed and installed at the H. J. Heinz Company plant where one machine has been in regular production since the first of July and two more units are soon to be installed. The wrapping speed is 72 packages per minute. The automatic wrapping machine is made by the Johnson Automatic Sealer Company of Battle Creek, Michigan.

The paper for the six-ounce Heinz Rice Flake package is made and processed by the Kalamazoo Vegetable Parchment Company and this paper involves some interesting features in waxed paper printing and waxing. The paper is No. 35 carton sealing paper waxed with the high gloss water finish. The printing calls for the extreme in waxed paper printing, consisting of a yellow background completely covering a sheet of white paper except for a $\frac{1}{2}$ in. margin on one side in which the photo-cell actuating spot appears. The main design is in blue with the lettering in blue and red over print on the yellow background. Perfect registry is required and elimination of all offset is necessary and guaranteed.

Patents on the control equipment for this work have been applied for by the Kalamazoo Vegetable Parchment Company of Kalamazoo, Michigan, who are actively sponsoring this new and attractive method of wrapping.



Interesting data relating to industrial retail stores is included in a survey booklet recently issued by the Lyman Publishing Corporation, 114 East 32nd St., New York City. During last year six thousand industrial retail stores in this country did almost one and a half billion dollars retail business.

CONSOLIDATED

**FOLDING PAPER BOXES
PLAIN SHELLS
CORRUGATED & SOLID FIBRE
SHIPPING CASES**

**PAPER
COMPANY
FACILITIES
FOR SERVICE**



FOLDING PAPER BOXES

For the individual package made of fine quality Box Boards. Printed in bright colors from your own designs or designs created in our own Art Department.

PLAIN SHELLS

For tight-wrapped packages.

CORRUGATED OR SOLID FIBRE SHIPPING CASES

Made of fine quality high test Liners and Corrugated Straw Board, printed in Bold Poster Style in bright colors built to carry your merchandise safely to destination and

SPECIALLY DESIGNED

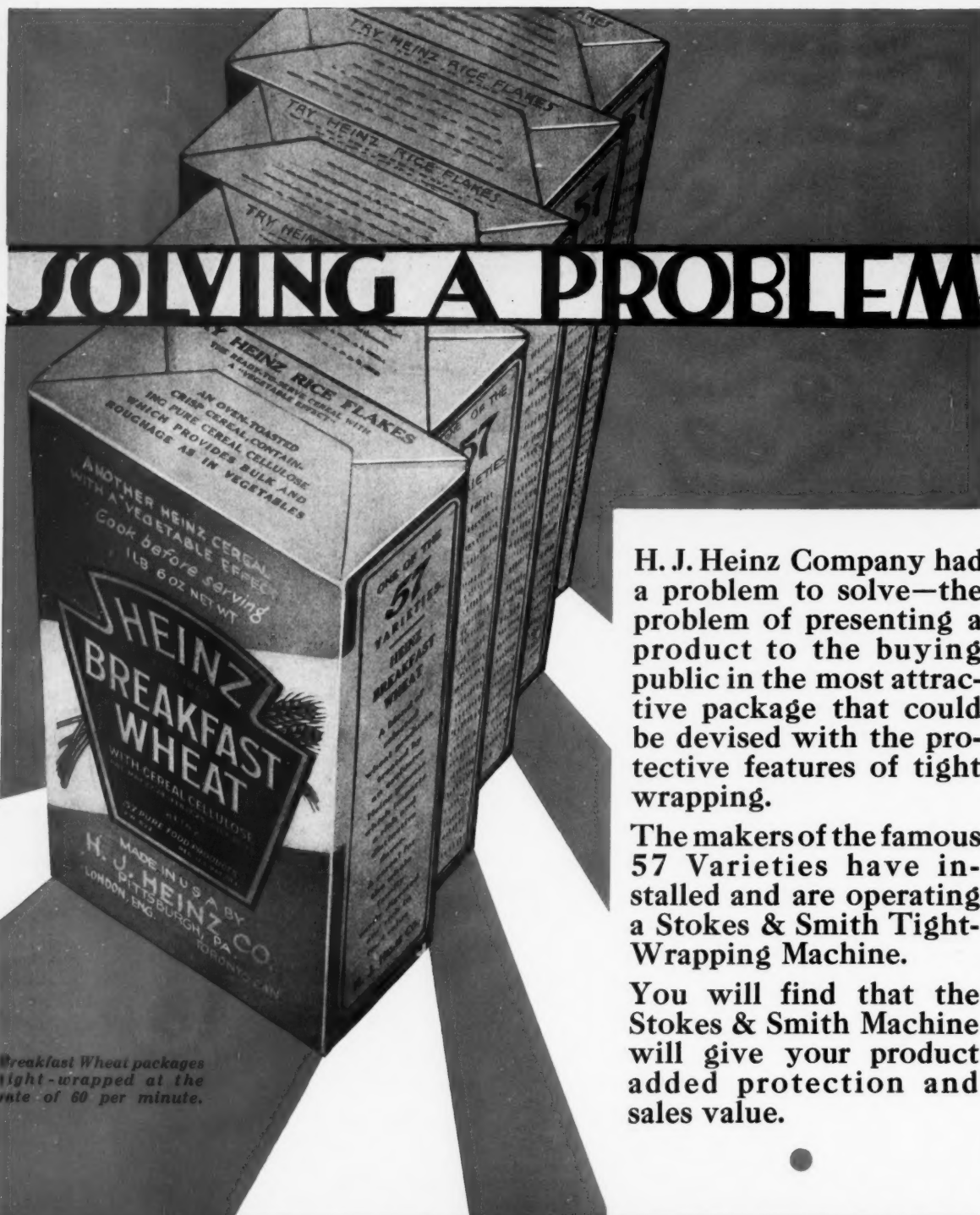
Corrugated Shipping Cases to carry odd shaped, fragile or hard to pack merchandise on cushions of air safely to your customers.

At Consolidated Paper Co., you have at your service—Paper Mills producing 750 tons of Paper a day—Box Factories of very large capacity completely equipped for speedy and economical production—an Art Department and a Package Designing Department.

An opportunity to serve you will be appreciated

**CONSOLIDATED PAPER CO.,
MONROE, MICH.**

**750 PAPER MILL CAPACITY
TONS DAILY**



SOLVING A PROBLEM

H. J. Heinz Company had a problem to solve—the problem of presenting a product to the buying public in the most attractive package that could be devised with the protective features of tight wrapping.

The makers of the famous 57 Varieties have installed and are operating a Stokes & Smith Tight-Wrapping Machine.

You will find that the Stokes & Smith Machine will give your product added protection and sales value.

Breakfast Wheat packages tight-wrapped at the rate of 60 per minute.

STOKES & SMITH CO

PACKAGING MACHINERY
FRANKFORD, PHILADELPHIA, U. S. A.
LONDON OFFICE—21 GOSWELL RD.

Howard D. Salins Golding Printing Machinery, Inc.

MACHINERY AND SUPPLIES OF EVERY DESCRIPTION

Special Machinery Designed --- Built

608 So. Dearborn Street CHICAGO, ILL. 469-74 Transportation Bldg.

Paper and Printing Efficiency Engineers, Mechanics, Builders, Designers,
Regular and Special Machinery

SALGOLD Automatic Jobber, One Color Machine 10 x 15 Size.

SALGOLD Automatic Jobber, Two Color Machine 10 x 15 Size.

SALGOLD Automatic Jobber, Two Color One Side or One Color
Front and One Color Reverse Side Jobber Machines.

Die Cutting, Punching, Perforating, Cutting, Slitting Lengthway
and Crossway Complete Operation.

Automatic Multiple Color Printing, Punching, Die Cutting, Die
Punching Length and Crossway Cutters.

Creasing, Scoring, Embossing One Complete Operation for
Paper and Cardboard Printing Production Work.

Hand-Fed and Automatic Offset Machines.

Web Offset Machines.

One or Multiple Color Rotary Machines.

Photogravure, Rotogravure Intaglio Printing Machines.

Newspaper Presses.

Paper-Making Machinery.

Box-Making Machinery.

Lining Machinery.

Paraffining, Varnishing and Waxing Machinery.

Knotting, Looping, Stringing and Wiring Machinery for Paper
Novelties, Tags, etc., Hand-Fed and Automatic.

Tag and Ticket, Embossing, Printing, Metal Eyeletting,
Paper Patching Machines for

Two Colors Two Sides, Either in Separate Operation or
in One Complete Operation—Automatic.

*EVERYTHING FOR THE EFFICIENT PRINTER AND
MANUFACTURER IN THE PAPER, PRINTING AND ALLIED
INDUSTRIAL TRADES.*

MACHINERY AND EQUIPMENT

New Bottom and Top Sealer

Evidence of the rounding out of automatic packaging machinery lines is seen in the announcement by the Johnson Automatic Sealer Co., Ltd., of Battle Creek, Mich., of a new combination automatic bottom and top sealer.

This machine, shown in an accompanying illustration, has been developed to provide the advantages of automatic packaging for manufacturers whose limited output has necessarily been hand-wrapped. In this it is unique. Such a machine will prove an economical stepping stone to greater capacity machines and full automatic lines in many plants, perhaps years before that desirable condition could otherwise be reached.

The machine, identified as Type L, is compact and fully automatic. One operator feeds cartons to the traveling forms. As fast as they are dropped off bottom sealed in a neat, square and sift-proof fashion, they can be taken to the weighing and filling station. If automatic weighing and filling equipment is available this can be incorporated in line with the Type L bottom and top sealer for full-automatic packaging. Either way the bottom sealed and filled packages are returned to the machine at a different intake, whence they travel through automatically for the final operation, positive top sealing.

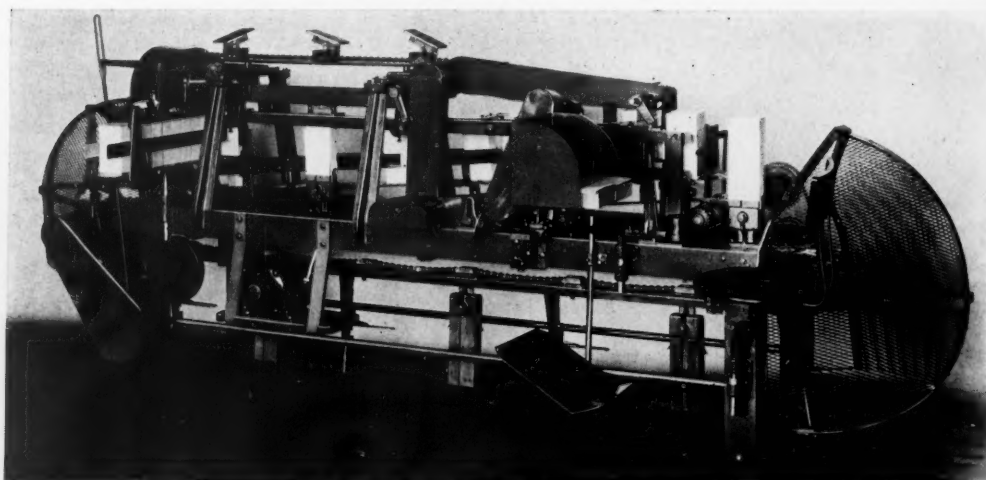
It is stated that a moderate volume can be handled at automatic packaging costs. This will represent a satisfactory saving in factories where the present rule is hand-sealing, or sealing with the aid of accessories; such as separate gluing and compressing devices. Depending on the package size the Type L will provide speeds of 20 to 25 a minute. For varying package sizes a range of adjustment is practical.

New Roll Splicer

In the processing of floor covering materials such as linoleum and saturated felt, it is necessary to make temporary splices between the ends of the rolls of stock. In usual present practice this requires an overlap of from 18 in. to 24 in. of material, the joint being held together either by sewing or by splitting lengthwise and weaving a piece of leather or fibre through the slits, this work being done by hand.

The H. R. Bliss Company, Inc., has now placed upon the market automatic machinery for splicing such materials by means of wire stitching, requiring an overlap of only 3 in. to 4 in. of stock and, at the same time, greatly reducing the labor required and also the time involved in the splicing operation. The advantages of this method are: first, the saving in time; second, the saving of material in the lap (which is finally scrapped);

Combination automatic bottom and top sealer



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The difference need
not be great—

*to win a game
or to win a sale!*

MANY a big game is won by a single point. And it's the same in selling. Notice, for example, how often a single point of difference makes you choose one product in preference to another.

You need not change your product in order to get this edge on competition—often an improvement in packaging will do the trick. For, other things being anywhere near equal, the product that is *packaged* best *sells* best.

Modern wrapping methods can

1. Improve the appearance of a package—express quality and distinction.
2. Make the product yield greater consumer enjoyment and satisfaction, by keeping the goods fresher (extremely important in food-stuffs, tobacco, etc.)

3. Create sales by displaying the goods themselves (transparent wrapping).

Many modern innovations in packaging have been made possible by our wrapping machines. Serving the majority of America's package goods manufacturers over a long period of years, we have developed a large line of machines for wrapping a wide variety of products in many different ways. When you seek improvements in packaging, lower costs, or a way to wrap a new product, bring your problem to the Package Machinery Company.

PACKAGE MACHINERY COMPANY
Springfield, Massachusetts
New York Chicago Los Angeles
London: Baker Perkins, Ltd.



PACKAGE MACHINERY COMPANY

Over 150 Million Packages per day are wrapped on our Machines



Display of Cellophane wrapped products

third, the saving in labor charges and, fourth, the saving in the cost of splicing materials.

The Bliss roll splicer comprises a stitcher which moves on a stationary track placed at right angles to the line of travel of the stock to be spliced. The ends of the stocks are placed in proper position in a guiding device under the stitcher head which is then started in operation by means of a lever. The machine then moves automatically along the seam setting staples at regular intervals therein. The staples may be spaced at intervals of $1\frac{1}{4}$ in. or 2 in. and the spacing may be changed by moving a lever while the stitching is in process, thus enabling the operator to set the staples closely together at the ends of the splice and to space them further apart in the middle, if desired.

The machine is said to handle stock of any desired width and of any thickness up to $3\frac{1}{16}$ in. (about $\frac{3}{8}$ in. at the lap) and may be instantly adjusted for change in thickness of stock and wire length. The complete operation on a splice 8 ft. long can be accomplished in $1\frac{1}{2}$ minutes, out of which only twenty seconds are actually occupied by the stitching operation.

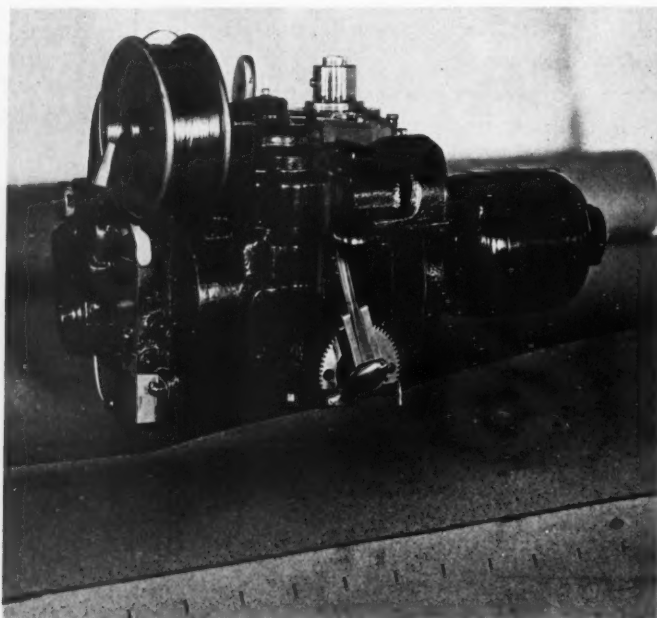
The moving stitcher, including built-in motor, weighs a little over 200 lbs. and is about 30 in. long, 20 in.

wide and 22 in. high. The stitching head is of the design used on regular Bliss box stitchers and has been found to be the most successful in its field. All parts are of the most rugged design and best materials, hardened steel being used where necessary. Much of the framework of the casing is made of aluminum in order to reduce the weight to a minimum. The splicer is made of single and double-head construction, the former driving a single row of staples while the latter drives a double row 3 in. apart. For soft stock, especially saturated felt, the double row of staples is recommended as this obviates the tendency for the joint to open up when passing over small diameter rollers. This stitcher will handle any size of flat stapling wire but is usually equipped to drive the size known as .020 x .103. Such wire can be purchased in quantity for $8\frac{1}{2}$ cents per pound and the wire cost per thousand stitches is only from $4\frac{1}{2}$ to 6 cents.

Exhibit of Cellophane Wrapped Products

A new educational exhibit which portrays the march of industry in modern and up-to-date packaging has just been opened by the Du Pont Cellophane Company at their headquarters at 2 Park Avenue, New York City. Hundreds of articles representing the latest retail merchandising activities have been gathered together in a specially constructed room attractively decorated in blue in the modern manner. Lights are so arranged that each article can be seen as it would be placed in a well-illuminated show window.

All the items are wrapped in Cellophane. The display includes new offerings in the field of cakes, candies, dried fruits, foodstuffs, staples, tea and coffee. There are novelty packages of tea balls and flavored sugar, cake decorations, chewing gum, cough drops and similar items. The tobacco field is represented by cigars, cigarettes and smoking tobacco. A wide range of toiletries are shown. There are the new packages of cosmetics, lotions, novelty packages of soaps, rubber sponges and a dozen or more other interesting items. Dry goods, rugs, stockings, pajamas, gloves, napkins, shirts, collars, neckties, garters and suspenders, dish cloths and shoes laces are among the merchandise on view. Hardware items are also shown, such as knives and



New roll splicer

See this **NEW** Gravitygram today . .

**You can expect more now
and get it, too!**

You can expect greater accuracy; you can demand more speed; you can feel surer in all your pack-and-check-weighing operations, with this new Toledo Gravitygram.

In this marvelous new "over and under" scale, you will find amazing sensitivity, to a 64th of an ounce, a 1000th of a pound; a degree of accuracy and sturdy durability never before thought possible. And all, with no noisy din of crashing and banging which shouts "Wear! Short Life!"

See a demonstration of this new Gravitygram now—a demonstration of weighing accuracy and sensitivity, nothing short of sensational. No obligation, of course. Just call our nearest office. Toledo Scale Company, Toledo, Ohio. Canadian Toledo Scale Company, Ltd., Windsor, Ontario.



TOLEDO SCALES

NO SPRINGS . . HONEST WEIGHT

FOR
Better Processing
Increased Output
Lower Operating Costs

WALDRON

WALDRON experience, engineering service and machine building facilities combine to provide the logical source for every embossing and printing requirement. Advanced Waldron features in machine design, speed and versatility in processing are aiding more and more manufacturers to not only improve products but to profit from new operating economies. There are interesting possibilities for your plant. Consider them.

(Top) Waldron Surface Printer for one and up to 16 colors, on luxurious papers and wraps.

Waldron "Centennial" Embosser—open front type featuring easy changing of rolls.

JOHN WALDRON CORPORATION
CHICAGO

MAIN OFFICE & WORKS, NEW BRUNSWICK, N. J.
NEW YORK

PORTLAND, ORE.

razor blades. Even the automobile industry is represented by Cellophane-wrapped tires, spark plugs, ignition sets. Radio tubes and Christmas tree decorations are also shown. All kinds of bridge accessories and party favors naturally are on view, including gift packages of matches and playing cards. In the sports field, there are tennis and golf balls.

Tight-Seal, A New Development in Moisture-Proof Wrapping

Manufacturers of package goods have long hoped to find a wrapping which would combine the transparency and brilliancy of transparent cellulose with the moisture-proof protection of waxed paper. The Package Machinery Company of Springfield, Massachusetts, who have specialized in machines for handling both plain and moisture-proof cellulose wrappings since these products were introduced, have made such a package commercially possible by the perfection of what is known as "Tight-seal" wrapping.

Tests show that moisture-proof cellulose, wrapped by machine with the Tight-seal method, makes a package that is more air-tight, and more impervious to moisture and atmospheric conditions than was possible even with waxed paper. It has also been found that moisture-proof cellulose wrapped by the Tight-seal method helps to retain the flavor and fragrance of a product more effectively. This fact is proving of special interest to manufacturers of such products as chewing gum, coffee, perfumed soaps, etc.

Moisture-proof transparent cellulose may be sealed merely by the application of heat to the seams and folds. But, in the Tight-seal method, the Package Machinery Company uses, in addition, a special moisture-proof glue. The machine applies this glue to all seams and folds and then heat-seals the wrapping. This results in a much more secure and more air-tight seal than has ever before been possible.

This new development promises to find wide favor among that large field of manufacturers whose products must be kept fresh and wholesome, and who at the same time are anxious to secure the sales appeal which a beautifully transparent wrapping material creates.

The Package Machinery Company has offered to wrap, by the Tight-seal method, the packages of any manufacturers who care to send their products to them, so that they may see how their products would look when wrapped by the Tight-seal method.

Prevention of Freezer Burns

Packinghouse experience with meats in the freezers shows that it is necessary to protect the meat from the air in order to avoid "freezer burns." The most generally accepted explanation is that, at the prevailing low temperatures, air currents such as those set up by the movement of products into or out of the freezers, if they touch the meat, dry it out so that white spots develop and persist later when the meat is thawed out. Such discoloration, naturally, makes it necessary to sell the meat at a lower price.

The need of airtight protection has long been recognized in the case of green hams and bellies going to the freezer, and this need has been met by wrapping the individual pieces, twos, or bundles in airtight papers. Similarly, products packed in boxes and moulds are protected by lining the containers with tightly waxed paper. Fresh pork and beef cuts going to the freezer are wrapped in this same paper. A third type of products subject to freezer burns are the quick frozen individual meat cuts that are attracting so much attention recently.

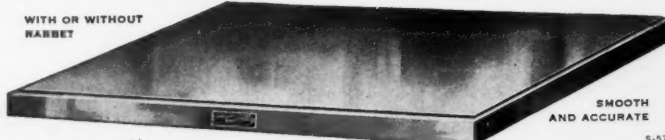
Each product requires certain special, individual characteristics in such protective wrappings. This is due to differences in weight, size, kind of meat, the market for which the product is intended, etc. Recognizing this fact, the Kalamazoo Vegetable Parchment Company of Kalamazoo, Mich., are offering a complete line of airtight papers for this purpose, including wrappings suited to the particular requirements of each product.

For lining boxes and moulds, for wrapping pork and beef cuts, etc., No. 33 natural or amber color waxed paper is recommended. Both sheets are exceptionally strong, bloodproof and airtight, being tightly waxed with pure, clean, white paraffin wax. These papers preserve the color of the meat. The wax coating on

Challenge Semi-Steel Imposing Surfaces

A Lasting, Smooth, Accurate Working Surface

No modern print shop can be completely efficient without the finest imposing surfaces. That's why all wise printers everywhere choose the Challenge Semi-Steel Imposing Surfaces. They're as smooth, level, and accurate as the bed of a cylinder press, and made to last.



The rabbet around the edge is just the right depth for the end of a regulation galley. Strongly reinforced — will not sag under the heaviest forms. Write today for full particulars and prices.

The Challenge Machinery Company, Grand Haven, Michigan
CHICAGO - NEW YORK

THE FEEL OF VELOUR

and THE GLINT OF GOLD



Run your fingers over this Losco Velour sample - feel the softness and luxuriousness of the flock. Then gaze at the picture it makes on a field of gold - Losco Gold paper that gleams and glistens with every reflection of light.

You can imagine the rich effect of this fabric-like paper and the lustrous gold paper as a fitting background for your product. In making up your box for the next year specify Losco papers and assure yourself of a box which combines the beauty of Losco papers and the dependability of Losco quality.

*Write for your sample book and papers. You'll
get them in the return mail and you'll like them.*

LOUIS SCHULMAN CO.
453 Broome Street
NEW YORK, N. Y.

A. S. DATZ & CO.
16 S. Marshall Street
PHILADELPHIA, PA.

Consult our Window Display Department for ideas. Specializing in display papers, genuine velour, glass mats, spot and flood lights, etc. Catalog of display accessories on request.

AN ADHESIVE FOR EVERY
MACHINE OR HAND OPERATION

TRIFLING BUT IMPORTANT!

Sounds contradictory, but nevertheless accurately describes the position of glues and pastes in your plant. The first cost is *Trifling* but the results are all *Important!*



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are scientifically designed to function uninterruptedly, accurately and economically. Furthermore, their price is most reasonable. Trial quantities of those adhesives suitable for your particular conditions will be gladly submitted on approval.

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OF ADHESIVES

**YOU
WILL
NEVER**
See your product

**AT
ITS
BEST**

**until you've seen it
PACKAGED**

**in
a**



**covered
protected
and embellished
GIFT BOX**

*for samples and information
write to*

THE KERATOL COMPANY
460 South Street
NEWARK, N. J.

both sides of the sheet also makes it strip readily from the meat, and where it is used for wrapping the individual pieces, it prevents them from sticking together and freezing into a solid mass. It has been found that the amber color waxed paper enhances the color of beef, while with pork, which is lighter in color, the natural color waxed paper is preferable.

In the past, it has been common practice to use a double liner for boxes of meat products going to the freezer; first lining the box with oiled manila or waxed paper, then lining with stockinette bags or cheese cloth, the latter of course being placed next to the meat. Now a single liner of waxed-two-sides parchment is coming into use in place of the double liner. It is said to give satisfactory results due doubtless to combined stripping qualities and wet strength, as well as superior airproofness.

Larger items such as green hams and bundles of bellies, because of their greater weight and size, require No. 35 or No. 40 waxed-two-sides kraft, which is still stronger, yet nevertheless airproof by virtue of the full two-sides-waxing, and likewise strips clean.

A prominent packer reports that the light in freezers or refrigerated cases is just as dangerous to quick frozen individual meat cuts as are air currents; hence for these products any transparent paper, amber, natural or white waxed paper, is unsuitable. Protection against both the light and air currents is afforded by Genuine Vegetable Parchment waxed two sides, which also

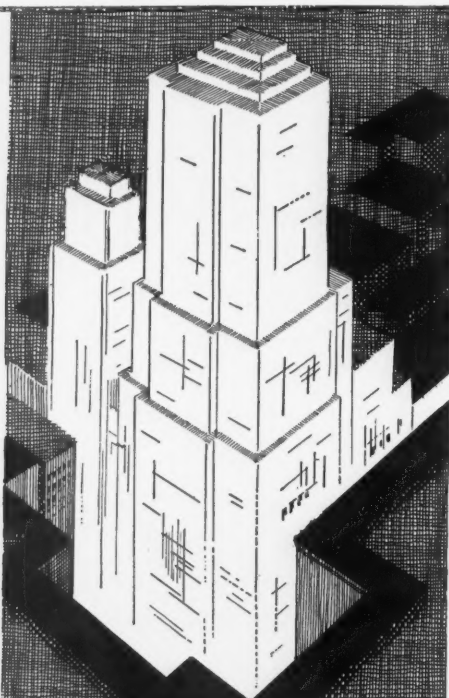
strips clean from the meat and never disintegrates due to moisture coming from the product when it thaws or condensing on it when removed from refrigerated cases. A special, soft, flexible sheet of this very tough wrapping material has been developed by the Kalamazoo Vegetable Parchment Company for this purpose.

Department Store Wrapping

A summary of the report on the survey of methods and supplies used to wrap and pack department store merchandise has recently been issued by the Division of Simplified Practice, Bureau of Standards, U. S. Department of Commerce. This includes the following data and information: Names and locations of stores surveyed; summary of methods, sizes of supplies and application of methods and supplies; fastening of packages; gift wraps; variety of supplies; supplies by stores; specifications, general observations and conclusions. The survey was conducted in conjunction with the National Retail Dry Goods Association.



In an article on page 78 of the October issue of MODERN PACKAGING, describing the new side seam stitcher manufactured by the H. R. Bliss Company, it was incorrectly stated that the capacity of this machine is two or more cases per minute. This should have read "twenty or more cases per minute."



BRAND NAMES

Brand names have substantial property value which it is important to protect and owners of them are sure to prosecute any infringement. It is unsafe to create or use any trade name without an exhaustive search of every registered and unregistered trade mark in existence. Consult our Trade Mark Bureau. The service is free.

The MODERN TREND in DESIGN

Styles in packages, like styles in architecture, are constantly changing. "U. S." Labels and folding boxes keep up with the modern trend.

There is no problem in merchandising more vital than proper packaging. "U. S." salesmen are experts on all phases of this subject.

Let us be your package counsellors.

The UNITED STATES PRINTING & LITHOGRAPH CO.

CINCINNATI	BROOKLYN	BALTIMORE
110 Beech St.	101 N. 3rd St.	28 Cross St.

Color Printing Headquarters

"SUPERS" WITHOUT END!



Morrison Perfection Bottom Stitcher

Everything nowadays is super-this, super-that, super-men, super-service, super-machines!

And, disdaining such self-praise as being not only untrue but actually silly, we have never claimed or permitted anyone to claim for the *Morrison Perfection* anything but a *good dependable wire stitcher of low operating cost and high production.*

And, if that's what you are seeking, MORRISON has a *Perfection* Stitcher suited to your requirements.

THE J. L. MORRISON COMPANY

GENERAL OFFICES AND FACTORY
NIAGARA FALLS, N. Y.

424 West 33rd Street
NEW YORK CITY

116 West Harrison Street
CHICAGO

445 King Street, West
TORONTO, CANADA

"Certified" Lace Paper Edgings Doilies

*"The Finishing Touch
That Counts."*

THE purpose of proper packaging is to enhance the visual appeal of the product. It is in the fulfillment of this aim that lace paper plays its important . . . its most important part.

Lace paper edgings and doilies can add to your boxes the final touch that means perfection. And the acme of perfection is, of course, to be found in the products of the

U. S. Lace Paper Works

163 UNION AVENUE
BROOKLYN, N. Y.

Distributors
Zellerbach Paper Co.
The Sanitary Products Co.

DISTINCTION

In modern merchandising plans the design of the package plays an important part. Packages decorated by the Peerless Process achieve distinction and win consumer preference.

Any box maker who has a Thomson National press of the Colt's Armory or Laureate type can produce distinctive box tops by the Peerless Process. For information and samples of embossed box tops write to Peerless Roll Leaf Company, Inc., 915 New York Avenue, Union City, N. J. Branches in New York, Boston, and Chicago.

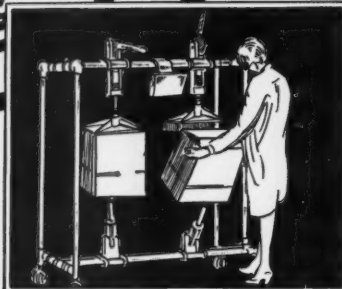
THE PEERLESS PROCESS

For Decorating Distinctive Packages



**SOLVING
IN YOUR**

At right — two-station Harmon Sealer. Also made in three- and four-station units, or to suit your needs.



WHETHER your problem is better sealing with fewer losses—or greater output at less cost—the Harmon Sealer will solve that problem for you, as it has for others.

You can seal from 1500 to 2000 containers a day with one HARMON sealer—using an operator of ordinary skill. No turned-up box flaps or edges—no losses in transit—no customer complaints.

With its greater speed—lower sealing costs—better sealing and fewer losses—the HARMON will soon pay for itself. Request complete details. *Use coupon!*

THE HARMON SEALER, INC.
4017-19 W. Lake St.,
CHICAGO, ILL.



GIVE US
MORE
FACTS

USE COUPON

THE HARMON SEALER, INC.

How will the HARMON cut our sealing costs? We now seal.....
boxes daily, size....., with..... employees.
Our sealing method is.....
Name.....
Address.....

THE ST. CHARLES
ON THE BOARDWALK

An Entire Block on the Boardwalk,
between New Jersey Ave. and St. Charles Place.

AMERICAN and EUROPEAN PLANS

SUN DECK
The largest and longest on the Boardwalk.
Occupying an entire city block directly facing
the ocean. The foremost point at sea, in

Sea Water Baths
Concerts Daily

ATLANTIC CITY

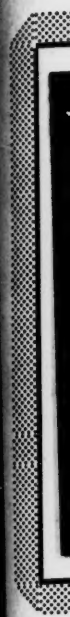
UNDER NEW MANAGEMENT

700 ROOMS
WITH BATH
RUNNING ICEWATER.

\$3⁰⁰ SINGLE up
\$5⁰⁰ DOUBLE up
\$10⁰⁰ SUITES

Excellent Restaurant
and the Nationally
Famous **PARAMOUNT GRILL**

PARAMOUNT HOTEL
46TH ST WEST OF BROADWAY
"IN THE HEART OF TIMES SQUARE"

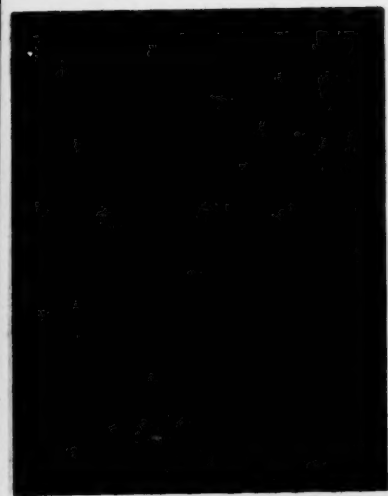


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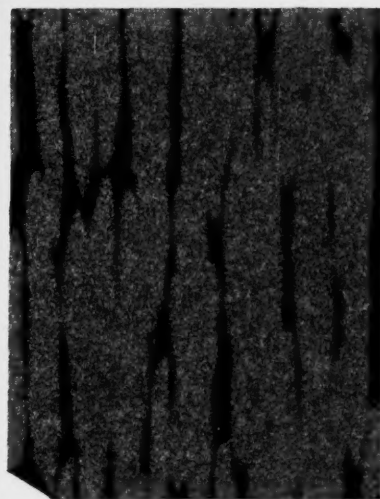
PAB

K

SEDATIN



A NOVEL
AND
DISTINCT
COVERING MATERIAL
OF
PARTICULAR APPEAL



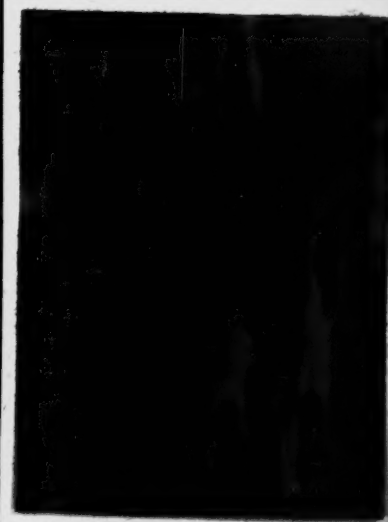
A FULL RANGE OF
DESIGNS AND COLORS
AT YOUR COMMAND

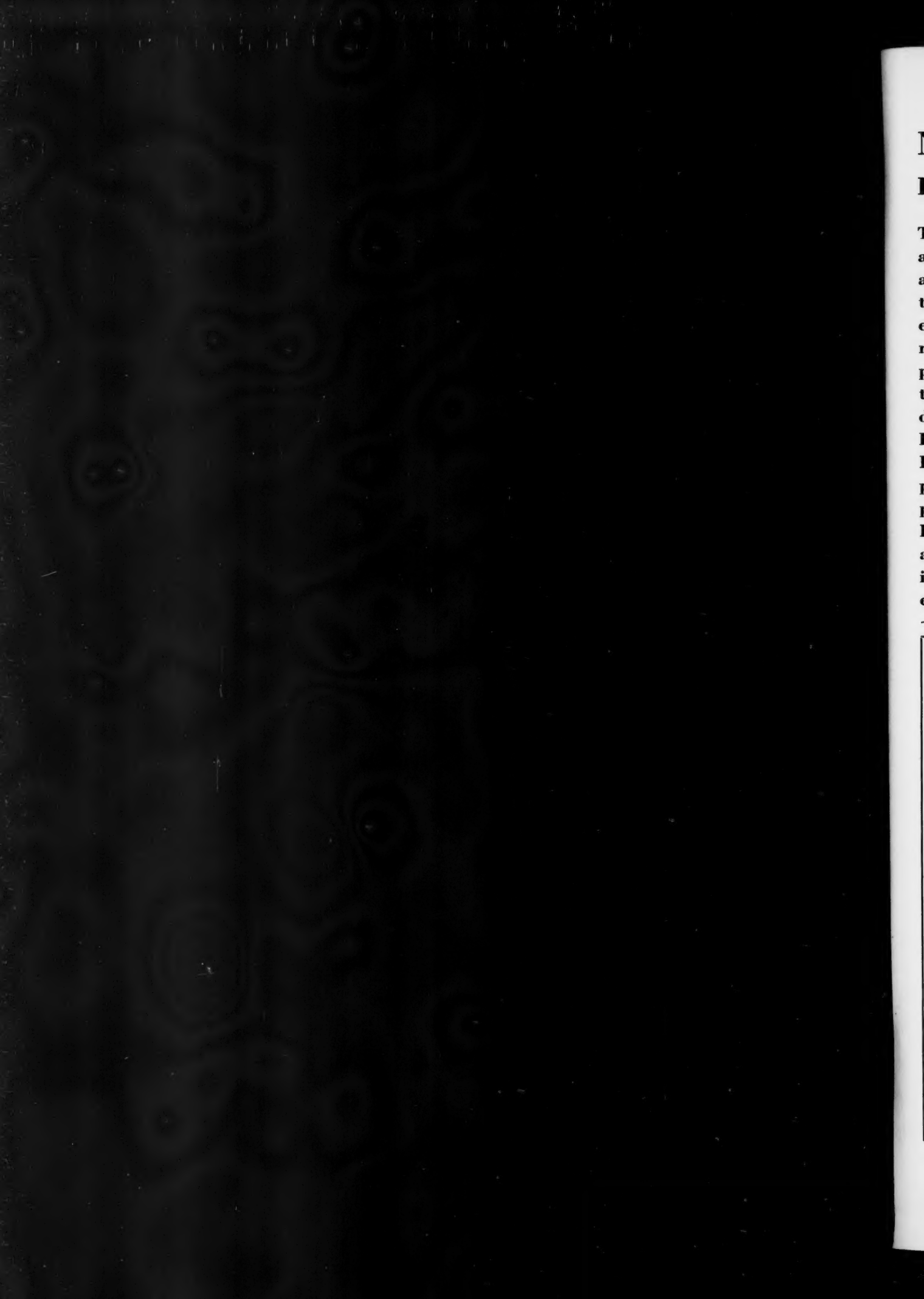
WRITE FOR SAMPLE
BOOK

KUPFER BROS Co.

2-8 ASTOR PLACE NEW YORK.

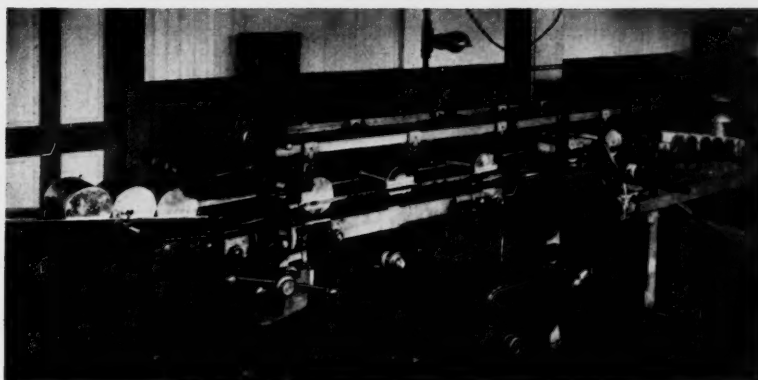
145 W. AUSTIN AVE CHICAGO.





NO ONE IN THE PICTURE

True, someone takes a look at this Burt labeler, now and then, just to see how things are going. But no employee is chained to the machine because no employee is needed to do things a machine cannot do. In the plant of the Durkee Mower Company at Lynn, Mass., where this photo was taken, as in the plants of all other users of Burt machines, labeling is an automatic operation... in the true sense of freeing employees for other work.



The saving in leaving the man out of the picture pays for a Burt labeler in a year or less. Worth thinking about... isn't it? Then, write Burt today for further details.

BURT MACHINE COMPANY

MAIN OFFICE and PLANT, BALTIMORE, MD.

Sales Offices: New York, Chicago and San Francisco



ON THE OCEAN FRONT

THE BREAKERS

ATLANTIC CITY, N. J.

Extraordinary Reduction in Rates

No Increase over
Thanksgiving, Xmas and New Year's

AS LOW AS

<i>Without Meals</i>	<i>With Meals</i>
\$ 2.50 Daily per Person	\$ 7.00 Daily per Person
\$35.00 Up Weekly for 2	\$85.00 Up Weekly for 2

MANUFACTURER of *Automatic Paper Box Machines* which produce the complete box from the roll or blank, printed or plain. We also make *Blanking and Partition Machines*.

Submit sample of any box you use in quantities, and we will advise price and delivery of machinery best suited for your requirements.

I N M A N
MANUFACTURING CO., INC.
AMSTERDAM, N. Y.



TO THE THIRTY FIVE BILLIONS OF CARTONS USED IN THIS COUNTRY
LAST YEAR OUR CONTRIBUTION WAS A MATERIAL FACTOR, AND
OF MANY STYLES AND VARIETIES.

THESE CARTONS ARE OF SUCH ATTRACTIVENESS AND BEAUTY THAT
THEY ARE NATURAL SALES BUILDERS. ALSO, THEY ARE MANUFAC-
TURED TO AN EXTREME DEGREE OF PRECISION, WHICH MEANS THAT
WASTE IN YOUR PACKAGING MACHINERY IS BROUGHT DOWN TO AN
IRREDUCIBLE MINIMUM.

FORT ORANGE PAPER COMPANY
CASTLETON-ON-HUDSON, N. Y.

NEW YORK

See our Data
in the
PACKAGING CATALOG

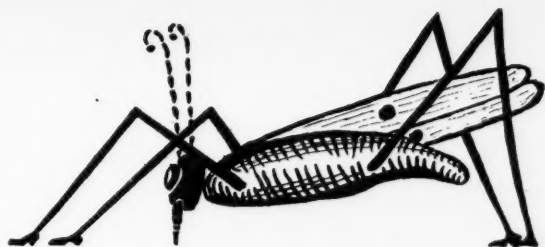
BOSTON

Specify

*Gaylord
Liners*

WHEN ORDERING
CORRUGATED OR SOLID FIBRE
BOXES

ROBERT GAYLORD, INC.
GENERAL OFFICES ~ SAINT LOUIS



Five times a bridesmaid **but**
never a bride! **Why?**

Who Cares?

The only thing of serious importance is the Knowledge that all wise box manufacturers buy the best paper at the lowest prices thru the fastest service available ...
that's us!

**Matthias & Freeman
Paper Co.**

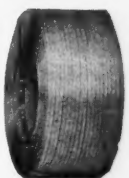
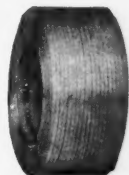
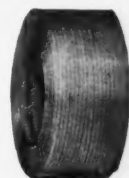
143 N. Fifth St.

Philadelphia

*Every Kind of Paper
necessary to make
Paper Boxes*

Sample books ready

BETTER STAPLING WIRE



Unknown three years ago—
now the leading stapling wire.
The rapid rise of SILVER-
STITCH is due to three ex-
clusive features.

1. Accuracy in temper, width and thickness.
2. Continuous length coils, five or ten pounds.
3. Galvanized finish that resists rust.

Try SILVERSTITCH in your own plant. Send for a free five-pound coil today.

ACME STEEL COMPANY
2840 ARCHER AVENUE
CHICAGO

Silverstitch

Reg. U. S. Pat. Office



FIBRE CANS of Every Description

Here is one place where you can get a quality product, plus real service, at the same cost you would expend on a mediocre product.

We manufacture fibre cans—square, round, oblong, with tin tops and bottoms and also complete with labels.

Leaders in industry use our cans exclusively. May we quote you on your requirements?

Ask for samples and prices

R. C. CAN CO.
121 CHAMBERS ST. ST. LOUIS, MO.

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